

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

VOL. CLXXII, No. 9

NEW YORK, AUGUST 29, 1935



*“Our Hats  
to  
the Ladies!”*

Says JOHN B. STETSON COMPANY

NOT only a gracious gesture, but one full of *meaning* besides! For in 1930, the John B. Stetson Company, long established as makers of fine felts for men, entered the field of women's hats. Valuable experience in manufacturing felt bodies, splendid designing talent, an able merchandising and sales staff have made the venture a success. There are now Stetson outlets for women's hats throughout the country.

To this new effort, N. W. Ayer & Son, Inc., has brought its wide experience. Through merchandising counsel, promotions, and copy for national and local publications, Stetson's fine felts and straws have been kept before an appreciative feminine public. Each year, the new profit percentages are more flattering.

**N. W. AYER & SON, INC.**

*Advertising Headquarters, WASHINGTON SQUARE, PHILADELPHIA*  
NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO • DETROIT  
LONDON • MONTREAL • BUENOS AIRES • SÃO PAULO



**"Nothing seems to worry him—  
now that he's got Iowa territory!"**

... and why should it? Iowa sales are boosted by a half billion dollars farm income in 1935 ... the more than quarter million circulation of The Des Moines Register and Tribune reaches the "Top-Third" of Iowa's potent purchasing power at lowest milline rates in Iowa.



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# PRINTERS' INK

NEW YORK, AUGUST 29, 1935

## This Week

**JUST** for good measure we are this week presenting three major articles having to do with sales management problems. L. E. Barnes who, as the successful sales manager of the Benedict Manufacturing Company, knows quite a bit about running a bunch of salesmen, tells how a system of **ten-minute calls** enabled his company to solve the problem of calling upon the small dealer without dropping too many apparently unprofitable accounts.

Don Gridley gives the second and concluding instalment of his important analysis of **salesmen's call reports**. His material is all of the factual case study variety—the only way, of course, to treat a practical subject of this kind.

And then comes Harry Merrill Hitchcock with thirty leading questions. Writing under the title of **"Sales Managers' Catechism"** he wonders if sales executives can take counsel as well as give it. Any manager who can qualify affirmatively under Mr. Hitchcock's thirty-point standard ought to be fairly fit for anything that might come along these days.

Each of these contributors worked on his own; none knew about the others. All of which makes their sales management symposium all the more instructive and valuable.

\* \* \*

Every industrial advertiser—including those who want to produce direct sales for low-priced items—should regard this issue of **PRINTERS' INK** as being at least worth the dime it costs them on the newsstands or the fraction of their \$3 outlay if they buy it by the year. For another helpful article is by

none other than A. T. Dalton of the Chicago Wheel & Manufacturing Company. With a wealth of detail that should delight any earnest seeker after industrial selling knowledge, he tells how a ten-dollar tool was successfully sold through long, continued use of a **small advertisement**—same space, same copy, same everything.

\* \* \*

We do not quite agree with Kent R. Costikyan in his thought that advertising agency service is becoming professional, much as medicine, law and preaching are professional. But we do admire his skilful argument in behalf of the present system of **agency compensation**. Going into the building and decorating fields, for example, he recalls the theory that if something works it should not be changed. Mr. Costikyan, an agency man in his own right, makes good on his thought that **pragmatism** is a pretty sound philosophy in business.

\* \* \*

We arise and bow. This is a proud moment. For here come two hardy souls to defend us against the attack of "An Advertising Woman" who, in last week's issue told us how very much she disliked us because we **discussed politics** in these pages. Mr. Harrington threatens to go to Kipling for comfort; and "Advertising Man," affecting to enjoy our discomfort, asks for **more** political disclosures. Well, that's the way it goes in this business—one day down and another up.

\* \* \*

C. B. Larrabee, package expert, interestingly discusses the effect

that **fair trade legislation** is having on **packaging**. Large retail units, it seems, are now seeing the advantages of having quality containers of a kind that will enable them successfully to compete with nationally advertised goods. An important article with several applications.

\* \* \*

Anybody who is interested in **contests as possible business builders** will find it worth while to read how the Mohawk Carpet Mills boosted sales in the dull season by inducing 52,000 prospects to enter a contest and offering them appropriate premiums.

\* \* \*

If Sainte-Beuve were alive and active today, could he get a job in the **copy writing trade**? Perhaps not; but Arthur H. Little, in another of his scholarly treatises on copy, thinks that there is a pressing need for the great Frenchman's work. And he would have him

bring along his seal upon which was engraved the word "truth."

\* \* \*

C. H. Zimmerman, general manager of the Thomas J. Webb Company, Chicago, knows all about what an **independent coffee roaster** has to do in order thoroughly to establish himself in a given market. Andrew M. Howe persuaded him to tell his story to the readers of **PRINTERS' INK**. He does this under the heading "**Now, as to Coffee**." And in the telling he discusses some highly important fundamentals of merchandising.

\* \* \*

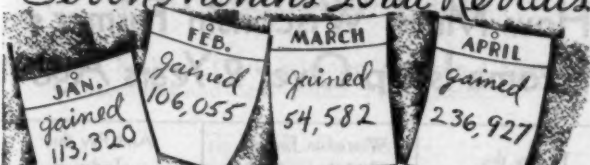
There are a number of good little how-to articles scattered through the following pages. One, answering an inquiry from England, tells how **solving prospects' problems** has changed the complexion of selling in many industries. Another briefly treats on how to capture the **home craftsmanship market**. Quite a how-to issue, if we may be permitted to say so.

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# Seven Months Total Reveals



## CONSISTENT LINAGE GAINS

*for Rhode Island's Leading Papers*



Month upon month the total lineage gain increases. It registered a daily and Sunday Journal-Bulletin gain of 772,378 lines for the first seven months of the year.

Reasons are obvious. Journal - Bulletin papers and the constantly improving Providence Market bring prompt and rich returns for advertising dollars invested.

Providence retailers give recognition to this fact by increasing their display lineage for this seven month period by 8.2% over 1934.

## The Best and Busiest

## Buying Months Are Just Ahead
















With the July General Business Index for Rhode Island nearly 5% above July of last year, you can look with assurance to this active market for increased sales opportunity in the busy months ahead.

Lineage figures from Media Records

## Providence Journal - Bulletin

BOSTON CHARLES F. BRY CO NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES DALLAS

## How Much Wisconsin Farmer's Income Is Up Over 2 Years Ago

To Buy this	Wisconsin Farmers Paid this in 1933	And Pay this Today
 9 Tube Radio	411 Dozen Eggs 	226 Dozen Eggs 
 New Car	79 	34 
 Gasoline Range	175 Pounds of Butter fat 	118 Pounds of Butter fat 
 Farm Truck	18 	8 
 Journal Daily for Year	24 Bushels of Corn 	12 Bushels of Corn 

**B**ARNs, silos, and granaries in Wisconsin will bulge this fall with one of the largest harvests in history. Hogs, beef, milk, and many other products are hitting five to ten-year highs. Wisconsin farmers will gross \$300,000,000 this year—most of it in southeastern Wisconsin where dollar production per acre leads the nation. Within 70 miles of Milwaukee, The Journal is delivered by auto to the better farm and town homes on 125 routes covering 6,250 miles.

## THE MILWAUKEE JOURNAL

National Representatives . . . O'Mara & Ormsbee, Inc.

NEW YORK CHICAGO DETROIT LOS ANGELES SAN FRANCISCO

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# Ten Minute Calls

How They Enabled These Salesmen to Drop Unprofitable Accounts and Still Solicit Small Dealers

By L. E. Barnes

Sales Manager, Benedict Mfg. Co.

*The Set-Up*—A medium-sized manufacturer with fifteen salesmen covering the United States.

*The Product*—Six distinct lines of a luxury type going to ten different classes of outlets.

*The Problem*—Is it possible, by the elimination of unprofitable calls and accounts to reduce the number of salesmen, without decreasing volume?

At the depth of the depression in 1933 a reduction in the sales force seemed imperative to most organizations. The logical means of doing this was, of course, to make an analysis of the routings of the salesmen in combination with a study of the accounts and prospects. Then by a simple calculation it was an easy matter to arrive at the cost per call which, for purposes of this article, we will say was found to be \$2.25 each. We found that our fifteen salesmen were calling on approximately 4,000 more or less active customers plus about 2,000 prospects. Let us say, for the purposes of this article, that the average account ran \$100 per year. Now for the details.

A study was made of one typical territory. Our men travel principally by automobile and make all towns in their territory of a population of 3,500 or more in which a dealer in our line is located. A large map of the territory was spread out on a desk. Black tacks went into those towns in which was located a dealer whose purchases were above the average, a red tack in those towns in which was located a dealer of about average purchases and a yellow tack in those towns in which there was

neither a dealer of average or above average buying power.

We found in the territory under discussion that there were forty-eight yellow tack towns. That is, towns in which there was no dealer whose purchases were average or above the average. Making a further analysis of these forty-eight towns we found that in the course of the year our salesmen had made 197 calls in those towns which at the average cost of \$2.25 per call amounted to a total cost of \$443. The gross profit on the total business from those calls was somewhat less than the cost of the calls.

Now this analysis appeared to be ample evidence for the elimination of these towns. Based on theoretical analysis a strong case could be built up to prove the fallacy of continuing to have salesmen call at these points. It appeared clear that the sales force could be reduced by 15 or 20 per cent, with no loss of profit. A figure-minded man with technical training armed with these figures could pretty well prove his case before any board of directors.

But most sales managers are not technical men and are not too



# The Gettysburg

ABRAHAM LINCOLN also spoke at Gettysburg.

His words followed a two-hour address by the foremost orator of the time—"one of those classic, eloquent orations which have no equal in this country," said a contemporary report.

"The world will little note, nor long remember, what we say here . . ." The President spoke truly of the day's oration. But he underestimated the force of his own thought.

". . . that government of the people, by the people, for the people, shall not perish from the earth."

To those standing among the new graves—thousands of graves—that November day, the words came thinly. The applause was scattered, fleeting.

The people turned home, crowded the trains that slowly ticked off the miles. "Of the people, by the people, for the people." In the newspapers the day and week, "Of the people, by the people, for the people."

The words wouldn't let go. They came like a song, like a new national anthem, rising from the graves to revive the living . . .

And so through the years, growing with every repetition.

**T**HE Orator of the Day at Gettysburg was a master of the art of public speaking. But Lincoln had one basic idea.

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—from Frank Leslie's Illustrated Newspaper, Dec. 5, 1863

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thing else approaches the force  
basic idea because nothing else  
communicates itself to the minds of  
any people. And in politics, war,  
in selling, it is the minds of the  
which must be reached.

ic ideas are beyond price in ad-  
ing. Yet an amazingly large vol-  
of advertising shows no success  
covering a basic idea.

It depends on the artifices of adver-  
tising—"platform manner" . . . "well-  
timed gestures" . . . "diction" . . .  
"elocution." These don't get into peo-  
ple's minds. They don't stand up  
against a basic idea.

J. Walter Thompson Company is  
glad to be known as an "idea agency."  
It devotes itself *first* to the discovery  
of a basic idea, knowing that this will  
do more than anything else to establish  
the product where all buying starts—  
*in the minds of the people.*

**J. WALTER THOMPSON COMPANY**  
*Advertising*

figure minded. They look to the practical side of the problem. In the first place such a sales manager does not believe there is such a thing as "an average cost per call." Any fair-minded man will readily admit that the total training cost, sample cost, salary and traveling expenses of a man divided by his total calls gives a certain figure, but the practical sales manager knows that not all calls take the same length of time or have an equal cost. The sales manager knows that if the salesman can walk a half block and sell even a small order in fifteen minutes, he has made a profitable sale.

Further analysis of these forty-eight towns showed that forty were towns that the salesman had to pass through to get to his so-called profitable accounts, i.e., the black tack and red tack towns.

#### These Calls Were Easy to Make

Talks with the salesmen and actual field work disclosed the fact that the calls in those towns were being made conveniently and quickly. The towns were small and the business places close together. The salesman could park his car in some central point and call on the two or three dealers, get his small orders and go on to his next point. It was found that the total business obtained from that town amounted to more dollars and cents and frequently took less time than it did to get one order from one so-called average, or better than average account. We believed that rural communities would improve their economic conditions faster than the large industrial centers; we found considerably less competition and a better possibility of getting fair prices for our products.

Recent Government figures have amply sustained us in our first conclusion. Experience has taught us that we were right in the second and third.

The small-town dealer is loyal. Treat him right and he will stick with you. Sometimes, too, he gets big, moving to a larger neighboring city. Banks, for instance, solicit small savings accounts, even though

those accounts are carried at a loss for a considerable period in the belief that they will develop into profitable accounts and promote good-will for the bank.

We came to the conclusion, therefore, that we would eliminate the eight towns out of the forty-eight in which there were no average or better than average accounts, these eight towns being off the regular route and an extremely small percentage of the total towns in the territory.

Our second conclusion was to call certain accounts or prospects "ten-minute calls." That is, the salesmen were asked to spend no more than ten or fifteen minutes in soliciting the business of those accounts. If the salesman found the customer out he didn't wait for him to come back. If he found quite a crowd of customers in the store and the proprietor busy waiting on them with indications that this might go on for some time he quietly slipped out of the store. If, in the few minutes of preliminary talk the customer or prospect gave no sign of interest, the salesman politely bade him adieu.

We have apparently built up on paper a definitely provable case for the elimination of unprofitable accounts and then turned around and by practical experience "unproved" it.

#### Checking Up with a Sales Consultant

Still a little in doubt as to the wisdom of our course, we called in a sales consultant who we knew had frequently recommended the elimination of unprofitable calls. After reviewing and discussing the pros and cons of the whole matter for a solid eight hours, it was unanimously decided to continue to make those forty towns on the regular salesman's route and to carry into effect the "ten-minute call" plan on those accounts or prospects of limited buying capacity.

The purpose of this article is that of a gentle warning, not always to believe purely paper figures regarding the profitability or unprofitability of accounts. It is recognized by everyone that there are such things as unprofitable accounts

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Aug. 29, 1935

PRINTERS' INK

11



## Some people don't read THE SUN

Don't use The Sun if you want to reach the cheapest neighborhoods of New York, the people with the very lowest incomes. Remember that with all of New York's wealth, there are 1,700,000 families (of the 3,083,000 families in this market) with incomes of less than \$2,000 a year and 1,063,000 families with incomes of less than \$1,500. Use The Sun only if you want to reach the families of moderate and more-than-moderate means.

**The Sun**  
NEW YORK

CANARSIE, one of New York's poorest districts, is located in the eastern part of Brooklyn. Figures for the 770 families interviewed here are as follows:

EVENING		MORNING (week-day)	
Families Reading		Families Reading	
The Sun	9	Newspaper A	571
Newspaper A	340	Newspaper B	150
Newspaper B	90	Newspaper C	60
		Newspaper D	42
		Newspaper E	8



and certainly there are a great number of unprofitable calls. Before coming to a definite conclusion, however, it is well to look at the practical aspects of the problem, to discuss them with the salesmen and to do some field work. After all, the good salesman knows that his time is money. He has

powers of discrimination and a sense of value.

Train him in the basic principles of the value of time and if dollars-and-cents' sales are the basis of his compensation he is pretty likely to eliminate 80 per cent of his unprofitable calls entirely of his own volition.

+ + +

## Amazing Auto Demand

*Detroit, Mich.*

[Special Correspondence]

**A**UTOMOBILE manufacturers are not a little embarrassed over the current amazing demand for cars. It is evident that the public is utterly disregarding the fact that the 1936 models will be on the market in less than sixty days. Some new cars, indeed, will appear along about the middle of September. But those who follow automobile sales statistics declare that the public doesn't know or doesn't care.

New car registration figures for July indicate that there is a buying wave on right now. Reports from thirty-eight States indicate that the July sales total will be more than

300,000. Commercial registrations to date indicate that more than 56,000 trucks were sold during July also. This is a registration total unequaled since 1929.

Thus several of the larger manufacturers, although shut down for inventory purposes, or devoting most of their attention to producing new models, are being swamped with orders for the present models. Others that are about to shut down are facing a problem never before indicated in the industry. If they continue for a few weeks more on the present basis they will be unable to get out their new cars in time to meet the competition of other new models. It is being widely predicted that there will be an actual shortage of new cars.

+ + +

### McKeachie Returns to McCann-Erickson

William E. McKeachie, until recently with J. Stirling Getchell, Inc., has returned to the New York staff of McCann-Erickson, Inc., with which he was previously associated.

. . .

### C. T. Hutchins with Thompson

C. T. Hutchins has joined the New York staff of the J. Walter Thompson Company, Inc. He was formerly advertising director of the Goodyear Tire & Rubber Company with which he had been associated for twenty years, until recently.

. . .

### To Represent Cleveland "News"

Effective September 3, the Sawyer-Ferguson-Walker Company, publishers' representative, will become national advertising representative of the Cleveland News.

### L. L. King and D. J. Pykett to Join Kudner Agency

Lucian L. King and Daniel J. Pykett will be members of the media staff of the new advertising agency, Arthur Kudner, Inc., New York. Mr. King, who is resigning as treasurer, in charge of the purchase of all media, of Benton & Bowles, Inc., will head the new agency's media department. He formerly was with Erwin, Wasey & Company. Mr. Pykett now is with Erwin, Wasey.

. . .

### Has Mark Cross Account

Advertising of the Mark Cross Company, New York, leather goods, is now being handled by Fuller & Smith & Ross.

. . .

### Foust to B. B. D. O.

Chester Foust has joined the Chicago office of Batten, Barton, Durstine & Osborn, Inc., as an executive.

SAN I  
KANS.

# **The New York Times**

**announces**

**consolidation of its out-of-town**

**advertising representation**

**from coast to coast**

**Effective October 1**

**JOHN B. WOODWARD, INC.**

**will represent**

# **The New York Times.**

**in the**

**New England and Pacific Coast**

**territories**

**in addition to**

**Chicago, Detroit and Kansas City**



**LOS ANGELES:** *Chamber of Commerce Building*

**SAN FRANCISCO:** *Russ Bldg.*      **BOSTON:** *Globe Bldg.*

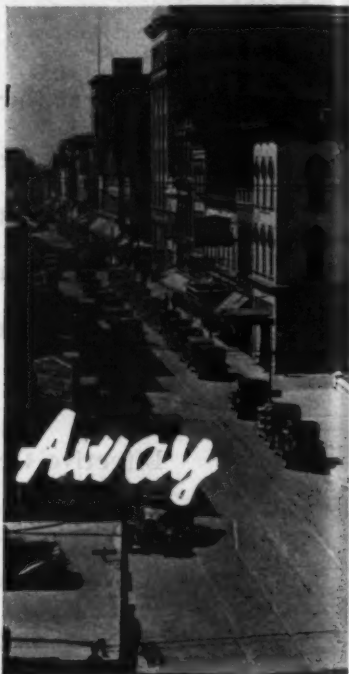
**KANSAS CITY:** *Interstate Bldg.*      **DETROIT:** *New Center Bldg.*

**CHICAGO:** *400 N. Michigan Avenue*

● Forty towns with a population of 2,500 or over are situated within 70 miles of Indianapolis and are influenced tremendously by its living and buying habits.

## 70 Miles Away

**BUT IT'S  
INDIANAPOLIS  
JUST THE SAME**



People in Indianapolis Radius towns do what Indianapolis does! They buy what Indianapolis buys!

Because Indianapolis dominates their living habits, because excellent transportation facilities offer easy access to the capital city—and because one newspaper, *The News*, influences their buying—the people of the Indianapolis Radius have become one compact, homogeneous group comprising a market of primary importance in the eyes of national advertisers.

By using the newspaper that the Indianapolis Radius reads and responds to *habitually*, you do a complete selling job in this profitable market.

**THE INDIANAPOLIS** *News*

New York: Dan A. Carroll, 110 E. 42d St. Chicago: J. E. Lutz, 100 N. Mich. Ave.

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# One Small Advertisement

Steadily Used for Three Years, It Produces Steadily Increasing Sales Volume for \$10 Tool

By A. T. Dalton

Secretary, Chicago Wheel & Manufacturing Company

WE have been running the same small magazine advertisement month after month for three years and it continues to produce direct sales for an item priced at \$10 and up.

It isn't a handsome advertisement. It doesn't say much. It always has the same headline (which was changed just once) and the same illustration, a photograph of a hand holding the product.

We aren't advertising experts; we don't pretend to know much about direct selling to consumers; we still have a great deal to learn about merchandising. We can't explain *why* our simple advertising methods produce a large volume of inquiries or *why* our simple follow-up material brings actual orders from 20 per cent of these inquiries—but perhaps a brief description of *how* we operate will help or be of interest to other manufacturers.

Three years ago we brought out a small, high-speed grinder. Up to that time our products consisted of strictly industrial items—such as grinding wheels. This new product was created as an industrial item also. The market for it, we believed, consisted of the same customers and prospects that were already on our lists. We knew that there were a number of uses, for such a tool. It was given to our regular sales force calling on manufacturers. It took hold immediately and our industrial customers soon started discovering all sorts of different ways to use the Hand-ee Grinder.

Within a short time it became apparent that we had an item with sales possibilities outside of our established fields. We decided to do

a little experimenting, find out just what the possibilities for broader sales were, how to reach most of these prospective buyers and how many uses could be uncovered for this tool.

Advertising seemed to be the best way to find the answers to these questions. Obviously, the market for such a tool would be among mechanics, amateurs and professionals, home workers and factory workers. So we prepared a small advertisement and inserted it in a magazine devoted to home craftsmanship, modern inventions and similar subjects. The heading of this advertisement consisted merely of the name of the product. "Hand-ee Grinder," and the bare statement, "Quicker, better jobs." The illustration was the same as we are using today, the hand holding a grinder. The copy then was almost word for word what it is today:

Grinds, routs, drills, carves, sharpens, cuts, engraves. Over 100 wheel shapes available. Fits the hand perfectly. Weighs one pound. For use at home, in the shop or take to the job. Do away with slow hand work! A. C. or D. C., 110 volt, 13,000 r.p.m.

The price was featured in a small box, as it is today, in the lower left-hand corner.

Last year we changed the heading to read "Hand-ee. Tool of 1001 uses." In addition, we have added a small box in the lower right-hand corner announcing a new master craftsman's set—"Seventeen useful accessories to grind, drill, polish, sand, cut, carve, engrave, etc. Prepaid \$5."

The advertisement started to pull right from the start. We weren't prepared for the volume of in-

Used month after month for three years, this small advertisement still continues to produce

# HANDEE

## Tool of 1001 Uses

Grinds, routs, drills, carves, sharpens, cuts, engraves. Over 100 wheel shapes available. Fits the hand perfectly. Weighs 1 pound. For use at home, in the shop or take to the job. Do away with slow hand work! A.C. or D.C., 110 volt, 13,000 r.p.m.

**\$10.00** and up. Prepaid U. S. A. with 3 wheel shapes Free. Order today.

Order on 5-day trial Satisfaction guaranteed. Ask for FREE booklet.

CHICAGO WHEEL & MFG. CO., 108 S. Aberdeen Street, Chicago, Ill.



*Plug in any light socket*

**New MASTER CRAFTS-MAW'S SET**

17 useful accessories to grind, drill, polish, sand, cut, carve, engrave, etc. Prepaid \$6.00

quiries received. We had expected to handle each one personally but that proved to be impossible. It wasn't very long before we had to work out a system, with form letters and additional help, in order to prevent inquiries and orders from piling up. Remember, that we had had no experience with this type of selling. We didn't know, at that time, that we had stumbled onto a tremendous new market for us with this new tool.

We had been in business for about forty years but during that time we had never spent more than \$150 a year for advertising in business papers. Today we sometimes invest as much as \$7,000 in one month, all as a result of new uses that our original advertising idea, consistently followed, has uncovered. When we produced the Hand-ee Grinder we had approximately 2,800 accounts in our card index file. We now have more than 12,500 account cards.

The Hand-ee Grinder is being used in 150 different industries. As sales have increased, sales of our other lines have followed. This was to be expected because our principal business is that of making mounted grinding wheels. The introduction of the grinder increased the number of uses and number of users of these wheels. We had been making these wheels for many years but had depended upon other manufacturers to make the tools with which to use them. We are very much in the same

position as the manufacturer of razor blades and flashlight batteries. They are primarily interested in the sale of these items but in order to increase their use they sell razors and flashlights.

Almost every letter of inquiry that comes in contains a question. The writer has seen one of our little advertisements and wonders if our tool will do a specific job he has in mind. That job may be a use which we have overlooked. It is in this way that a great many of what we call our 1,001 uses have been discovered. When we uncover an important use, one that seems to have wide sales possibilities, we advertise in the trade or class publication reaching that field.

For example, a baker wrote to us and asked if it would be possible to sharpen the knives on his bread slicer with the Hand-ee Grinder. Sliced bread has, as everyone knows, swept the baking industry. Here was an important market.

We visited a local bakery and experimented. Our grinder proved to be very satisfactory. Now our sales in this industry are climbing and we are running a special advertising campaign in trade papers in that field.

Put our grinder in the hands of any amateur craftsman and he will find more uses than we could ever possibly think of. As we have been saying in our advertising right from the start "this tool grinds, routs, drills, carves, sharpens, cuts,

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engraves." That is why we have continued to generalize in our advertising. That is why we avoid discussing specific uses in detail in our follow-up letters. We are certain that if we attempted to point out specific uses for the tool we would limit the appeal of our advertising. If we tell in a general way what can be done, the craftsman or mechanic will be able to find the specific uses himself. So we reiterate, over and over again, "grinds, routs, drills, carves, sharpens, cuts, engraves."

#### New Uses Being Found Every Day

Undertakers have found somewhat gruesome uses for the tool, glass workers, repair men, gunsmiths as well as plumbers, carpenters, decorators, chiropodists, textile mills and so on and so on, all are finding new uses every day.

What promises to be one of our best outlets is among dentists. We have long supplied this profession with grinding and polishing mounted wheels. Now dentists are finding a great many uses for our hand grinder. In this field we use the Miller trade-mark because our mounted wheels for dental use always have carried this name.

Naturally, there are ethical considerations that prevent us from using the same sales and advertising methods in appealing to this profession. Our advertising here is more specific and we do not sell directly to the dentist.

In practically every other field, however, we use the same methods. We keep our advertising general, we use the same literature in follow-up work and practically the same letter. Upon receipt of an inquiry we send a letter and a booklet. The booklet, as I have said, as well as the letter, talks in generalities about the uses. Printed in black and one color and with a large reproduction of the same hand and tool illustration on the cover this booklet is neither pretentious nor beautiful.

It is, we believe, attractive because of its simplicity and brevity. The first four pages are devoted to photographs of the tool in use, doing specific jobs. Most of the

captions for these pictures refrain from describing in detail what these uses are. Where the picture will tell the story we don't waste words.

For example, on the first page there are three photographs. Two of these show a man carving a small bear out of wood with one of our tools. The other is a picture of a linotype machine with the tool being used in a difficult place. All the caption says is this, for these two pictures: "The Hand-ee Grinder's light weight, high speed and portability make it possible to do difficult jobs with ease."

Some of the other captions are more specific but in each instance we make it clear that this is only "one of the 100 industries successfully using this tool" or "one of the thousand uses of this remarkable tool."

The remainder of the booklet is devoted to the accessories that can be used with the Hand-ee Grinder, pictures of the different models and price and other technical data.

Here is a sample letter, sent with the booklet to practically every inquirer:

MR. C. A. TATRO,  
BRUCE, WIS.

DEAR MR. TATRO:

Thank you for your interest in our line of Hand-ee Grinders described in the enclosed literature.

The Standard Model Hand-ee weighs a pound, turns up 13,000 r.p.m. and is ideally suited for a wide variety of intermittent operations. They operate from any 110 volts, AC or DC, and being conveniently shaped to fit the hand . . . reaches the most inaccessible places.

The DeLuxe Hand-ee Grinder is truly the last word in portable tools, it weighs twelve ounces, turns up 25,000 r.p.m. and has by far more power than any tool of its weight or type ever developed. Over twenty-seven basic improvements such as a wrenchless chuck . . . the patented S-type switch, and a radical new-type fan mounting making the DeLuxe Hand-ee a constant duty tool which will set new standards of performance.

A complete array of accessories have been developed for both tools, including "Chicago" mounted wheels,

**for DIGGING**

**... *in volume***

A vigorous Selling Force,  
ready to exert resistless in-  
fluence upon over six million  
substantial American families . . .

**HEARST NIS**

**OF VITAL SELLING FORCE**





#### HEAVENLY DAILY PAGES

Atlanta Times-Star 4  
Boston Herald-Examiner  
Buffalo Evening News 10  
Chicago Tribune 10  
Cleveland Plain Dealer 10  
Dallas Morning News 10  
Denver Post 10  
Detroit Free Press 10  
Houston Chronicle 10  
Los Angeles Herald-Examiner  
Miami Herald 10  
Minneapolis Star Tribune 10  
New York Herald Tribune  
New York Times 10  
Philadelphia Inquirer 10  
Pittsburgh Courier 10  
Portland Oregonian 10  
San Francisco Chronicle 10  
Seattle Times 10  
St. Louis Post-Dispatch 10  
Washington Post 10  
Wichita Eagle 10

#### HEAVENLY MONDAY PAGES

Atlanta Times-Star 4  
Boston Herald-Examiner  
Buffalo Evening News 10  
Chicago Tribune 10  
Cleveland Plain Dealer 10  
Dallas Morning News 10  
Denver Post 10  
Detroit Free Press 10  
Houston Chronicle 10  
Los Angeles Herald-Examiner  
Miami Herald 10  
Minneapolis Star Tribune 10  
New York Herald Tribune  
New York Times 10  
Philadelphia Inquirer 10  
Pittsburgh Courier 10  
Portland Oregonian 10  
San Francisco Chronicle 10  
Seattle Times 10  
St. Louis Post-Dispatch 10  
Washington Post 10  
Wichita Eagle 10

# NEWSPAPERS

AT GREAT MARKET AREA

steel cutters, wire brushes, drills, and others making them instruments of wide utility. There are literally hundreds of applications for this most versatile of tools.

Don't hesitate to order one of the Hand-ee Grinders, Mr. Tatro, with the distinct understanding if it does not perfectly suit your requirements it might be returned within ten days for full credit.

If there is any specific application in which you are interested, Mr. Tatro, just drop us a line, and we will be glad to tell you how the tools will save you time and money.

Yours very truly,

CHICAGO WHEEL & MFG. CO.

We have tested this letter pretty thoroughly. We have left out certain paragraphs, substituted others and kept an accurate check on sales results. The letter as shown above is the one that seems to produce the best results for us.

This letter may be sent to a man who has written about some specific use. If we were to devote our letter to that one subject and he were to decide that he didn't need or want the tool for that use, perhaps there would be no sale. But by showing him just what the tool is, what it has been designed to accomplish we answer his question and he is able to determine for himself not only whether it will fit the specific need he has in mind but also whether he will be able to find other uses, and the chances are he will.

In some industries we insert a paragraph devoted to problems or uses peculiar to each one. Here is a paragraph from a letter that we send to inquirers in the glass industry:

In the glass industry, the unit can be used in store-front and fixture work; auto-glass replacement, building glass, special and novelty glass, light beveling and edging, stained and leaded glass and for hundreds of other applications. Accessories available include "Chicago" mounted wheels, steel cutters, wire brushes, polishing discs, drills and many others described in the enclosed literature.

We do ask, it will be noted, in this letter the inquirer to write us

if he has any specific uses in mind. We do this because if our letter doesn't answer his questions, expressed in his letter or not, we are naturally perfectly willing to discuss his problem. We are only too glad to help. In addition, it opens the way for continued correspondence or personal sales contacts with some of those who are not sold completely by mail.

Not all of our sales are made by mail. Our own staff of thirty salesmen continues to call on the industrial users and on certain other specific prospects. We are selling the grinder, also, through retail outlets, especially those featuring home craftsmanship tools and products.

About two weeks after the first letter is sent we follow with another letter. This is the only follow-up. If there is no sale, the name is dropped from our list.

In this letter we make it clear that in order to use this tool it is not necessary to be an experienced mechanic nor it is necessary to have an elaborate workroom. There are a great many kitchen table users.

This letter reads:

Some little time ago we wrote you about our Hand-ee . . . the tool of 1001 uses. As we haven't heard from you we are wondering whether the information we sent you was sufficient to answer, satisfactorily, all the questions that came to your mind.

Possibly we didn't explain that you do not need to make a heavy investment in equipment to indulge in your hobby and desire to work with tools . . . The Hand-ee is a veritable machine shop in itself which you can pack up and put out of the way in a moment.

You know the Hand-ee appeals not only to the homecraftsman with a large and complete shop, but also to the man who only occasionally indulges in his hobbies. There are so many uses for this remarkable tool that we are sure after you have tried it you will find it indispensable.

You have always wanted a tool, such as the Hand-ee, to complete your difficult projects. Craftsmen throughout the world get real thrills

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and satisfaction from using this tool on their most intricate and difficult projects.

You take no chance . . . order a Hand-ee, try it for five days and if you are not perfectly satisfied return it and we'll promptly refund your money.

A great deal of our success in turning inquiries into sales is due to the booklet. We discovered this when we changed the cover once. We thought the hand holding the tool was not particularly attractive and took the picture off in favor of beauty. Sales percentages immediately started to drop. The hand was put back on and sales went back up where they belonged.

Although I am not an advertising expert my own analysis of our success leads me to the conclusion that it is due to persistence. We have kept at it, pounded away with the same message month after month. We are convinced now that practically every reader of the publications we are using is a prospect. They may not think of a use for the Hand-ee Grinder when they see our advertisement this month or next month but a constant repetition of the fact that this grinder "grinds, routs, drills, carves, sharpens, cuts, engraves" will eventually reach more and more of these people at a time when they do have a need for just such a tool.



#### Benton & Bowles Advance Baker and Lusk

William R. Baker, Jr., and Robert E. Lusk have been appointed vice-presidents of Benton & Bowles, Inc., New York agency. Mr. Baker joined Benton & Bowles in 1933, prior to which he had been with Batten, Barton, Durstine & Osborn, as account representative on food accounts for more than ten years. Mr. Lusk left the agency field to become advertising manager of Macy's. He was more recently publicity director of L. Bamberger & Company in Newark, N. J. Since joining Benton & Bowles, both Mr. Baker and Mr. Lusk have been serving General Foods Corporation as account representatives.

#### To Hold A. N. A. Convention

The twenty-sixth annual meeting of the Association of National Advertisers will be held at the Ambassador Hotel, Atlantic City, N. J., on October 27, 28, 29 and 30, 1935. Harold Thomas, The Centaur Company, is chairman of the program committee.

#### "Yachting" Adds Winters

John F. Winters, formerly of the Century Company and more recently with the Appleton-Century Company, has been appointed manager of the book department of Kennedy Brothers, Inc., New York, publisher of *Yachting*.

#### Pinaud to Lord & Thomas

Pinaud, Inc., New York, Lilac de France cosmetics, Eau de Quinine hair tonic, etc., has appointed Lord & Thomas, New York, as its advertising agency.

#### Heads AW Radio Department

AW-Advertising, Inc., New York, has appointed William Doty Edouarde to head its radio department.

#### New York "Times" Consolidates Out-of-Town Representation

The New York *Times* has consolidated its out-of-town advertising representation from coast to coast.

Effective October 1, the John B. Woodward Organization, which has been representing the *Times* in the national field in the Chicago, Detroit, and Kansas City territories, will also represent the *Times* in New England and on the Pacific Coast.

#### Elected by Fletcher & Ellis

Sherman K. Ellis has been elected president of Fletcher & Ellis, Inc., New York and Chicago agency. C. E. Staudinger, of the New York office, and Richard Barrett, of the Chicago office, have been elected vice-presidents and directors. Arthur Munn continues as vice-president. Frank Fletcher has resigned as president and has disposed of his interest in the agency. He will resume business for himself with offices at 565 Fifth Avenue, New York.

#### Decker Makes Change

Harry F. Decker, for the past two years in charge of national advertising of *The Annalist*, has resigned as of September 1, to join Dow Jones & Company as advertising manager of *Barron's Weekly*.

#### To Join Hearst Newspapers

Walter Young, previously advertising director of the New York *Evening Post*, is joining the general advertising department of the Hearst newspapers, effective October 1.

#### Renner on "Herald Tribune"

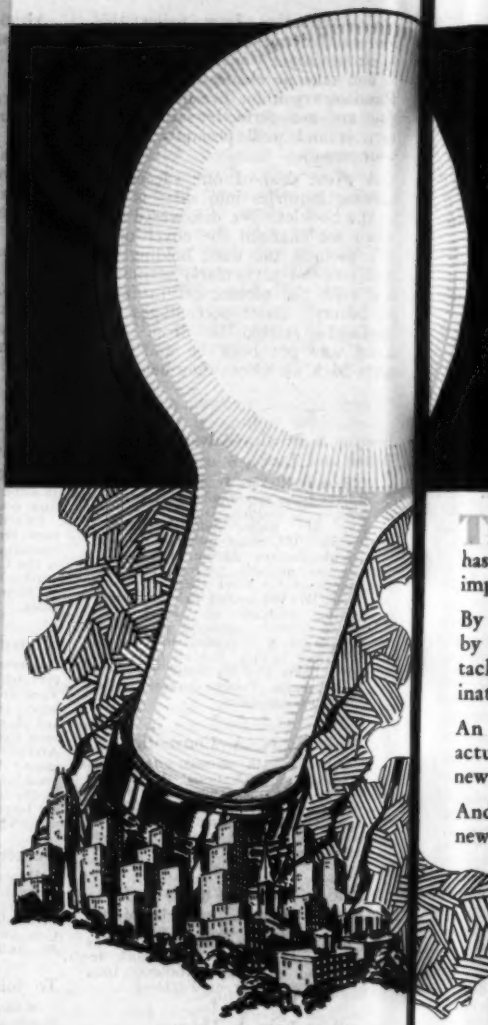
Conrad J. Renner, advertising manager of Wallach's Inc., New York, will, as of September 1, become men's wear advertising manager of the New York *Herald Tribune*.

—DAILY—

New York Evening Journal  
Chicago Evening American  
Albany Times-Union  
Syracuse Journal  
Rochester Evening Journal  
Boston Evening American  
Detroit Evening Times  
Wisconsin News  
Baltimore News-Post  
Washington Times  
Atlanta Georgian  
Omaha Bee-News  
Los Angeles Examiner  
San Francisco Examiner  
Seattle Post-Intelligencer

—SUNDAY—

Boston Advertiser  
Albany Times-Union  
Syracuse American  
Rochester American  
Detroit Times  
Baltimore American  
Atlanta American  
Omaha Bee-News  
Los Angeles Examiner  
San Francisco Examiner  
Seattle Post-Intelligencer



H E A R S T I N T E R N A T I O N A L D V

NEW YORK • CHICAGO • DETROIT • CLEVELAND • PHILADELPHIA • ROCHESTER • ATLANTA

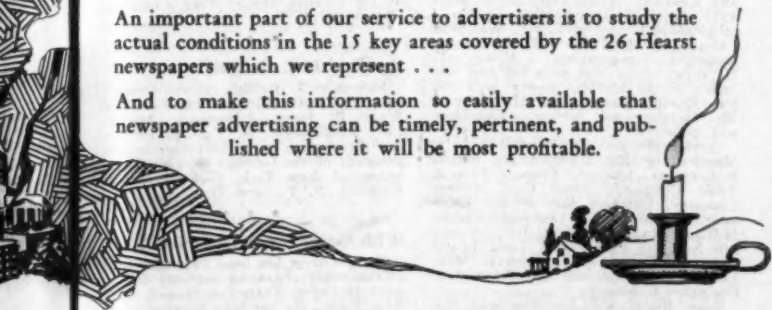
# GO WHERE LIGHT IS BRIGHTEST

**T**HE many different market areas which make up America, each has its individual customs and preferences. And, of even greater importance, business activity is at different intensity in each.

By knowing where the light of business opportunity shines brightest, by knowing *local* conditions and capitalizing them through *local* attack, sales can be increased with greater success than by indiscriminate or too widely spread campaigns.

An important part of our service to advertisers is to study the actual conditions in the 15 key areas covered by the 26 Hearst newspapers which we represent . . .

And to make this information so easily available that newspaper advertising can be timely, pertinent, and published where it will be most profitable.



CONDVERTISING SERVICE

RODNEY E. BOONE, GENERAL MANAGER

A • ROCHESTER • ATLANTA • MILWAUKEE • SAN FRANCISCO • LOS ANGELES • SEATTLE

# Copeland Bill Is Held Over

*Printers' Ink Bureau,  
Washington, D. C.*

CONGRESS had so many other things to do this week before getting away for its summer recess that it did not get around to the Copeland Bill (S. 5). This does not mean, however, that the bill is dead. Far from it. Consideration has merely been postponed until Congress reconvenes next January.

Friends of the measure have been fearing that the whole weary road would have to be traveled once more, namely, that the bill would be re-introduced into the Senate and House and public hearings held. The reason that this is not so is that the 74th Congress has not adjourned; it has recessed.

Meanwhile, the Chapman subcommittee of the House Committee on Interstate and Foreign Commerce will continue its considera-

tion of the measure and will make its report to the full committee next winter. Then the full committee will report to the House and an early vote is anticipated.

S. 5, it will be remembered, was passed by the Senate last May after having been amended to such an extent that it was satisfactory to practically all the formerly opposing elements. When it was sent over to the House, public hearings were ordered. These were completed by the Chapman subcommittee recently and the transcript of the proceedings will be ready in about ten days.

Anybody who wants a copy of the record can get it by writing to the Secretary of the House Committee on Interstate and Foreign Commerce. It is not free, of course. But the Secretary will quote the price on application.

+ + +

## Carroll Dean Murphy Agency to Merge with Erwin, Wasey

Carroll Dean Murphy, Inc., Chicago agency, will be merged with Erwin, Wasey & Company, Ltd., Chicago, effective September 1.

Mr. Murphy, who has been president and treasurer of his organization since 1917, becomes vice-president and head of plans and copy of Erwin, Wasey in Chicago. Z. L. Potter will continue as executive vice-president. Myron T. Harshaw, senior vice-president and secretary of the Murphy agency, will also join Erwin, Wasey. Mr. Murphy and Mr. Harshaw will become stockholders and directors.

Among the accounts handled by Mr. Murphy and Mr. Harshaw are Wilson & Company, Chicago; Chicago Title & Trust Company; Acme Card System Company, Chicago; part of the Baltimore & Ohio R. R. account; Culver Military Academy, Culver, Ind.; American Seal-Kap Corporation, Long Island City, N. Y.; Creamery Package Mfg. Company, Chicago and the White Cap Company, Chicago.

John Burns will continue with the Philadelphia office of the Murphy agency which will become an Erwin, Wasey branch.

W. Frank McClure, who has been vice-president of Carroll Dean Murphy, Inc., for the last four years, will maintain offices for the present at 25 E. Wacker Drive, servicing the accounts he has been handling. Associated with him will be H. D. Sulzer, Florence A. Neighbors and Charles C. Green.

## R. B. Davis Joins Henri, Hurst & McDonald

Robert B. Davis, recently vice-president of Hays MacFarland & Company, Chicago, has joined the staff of Henri, Hurst & McDonald, Chicago. He formerly was vice-president and secretary of the Charles Daniel Frey Company, of that city.

• • •

## Death of L. J. Griffith

Lawrence J. Griffith, formerly space buyer with the Buffalo office of the Wylie B. Jones, Advertising Agency, Inc., Binghamton, N. Y., and for the last three years with the promotion department of the Gravure Service Corporation, of New York, died recently at Kingston, N. Y., aged fifty.

• • •

## With Geyer, Cornell & Newell

T. L. Chryst has been appointed head of the newly organized publicity department of Geyer, Cornell & Newell, Inc., New York. He has been engaged in industrial publicity for the last seven years, most recently with Brooke, Smith & French, Inc., Detroit.

• • •

## Has Airlines Account

Chicago & Southern Airlines, Inc., Chicago, has appointed Beaumont & Hohman, Inc., Chicago, to direct its advertising.

# A Lesson from Architects

Agency Compensation Plan Gains Strength When Compared with Building and Decorating Fields

By Kent R. Costikyan

Platt-Forbes Agency

ADVERTISERS and agency men seem to be agreed that agency service is becoming more professional in its character. In the beginning a buyer and seller of space at a varying profit, the advertising man of the not-too-distant future may find it necessary to get some such degree as S. D. (Doctor of Sales) before qualifying to handle accounts. Even today courses of instruction in selling, advertising and marketing are becoming more popular among both agency men and among those preparing for such careers.

Now every profession has had its compensation troubles and abuses. The doctors, the lawyers, the accountants and probably even the ministers can all recite a tale of woe on this touchy subject. It happens that I am familiar with the compensation methods prevailing in the building and furnishing industries as applied to architects and decorators. This group have an important characteristic in common with advertising agencies—viz. they act as purchasing agents as well as advisors to their client. Some features have proved good, others bad, in practice. I believe that advertisers, publishers and agencies can learn something from their experience.

Right here I want to state what I am not going to do in this article.

(1) I will not give any opinion as to the fairness from a cost standpoint of the 15 per cent advertising agency differential now prevailing. That is a question for cost accountants.

(2) I will take no position on the question of whether large advertisers may or may not be the goats of a share-the-wealth move-

ment for the benefit of their smaller brothers-in-space. This again is the cost accountant's job.

(3) I will not enter into the legal phases of the question. I am concerned with the practical benefits to or the harmful effects on advertising as a whole.

(4) For the most part I will disregard the subject of chiseling. In my opinion chiseling must be accepted and dealt with as a part and parcel of any depression. Chiseling has prevailed in every business and profession during the last four years. I believe that the long range viewpoint is the only proper viewpoint on the subject of agency compensation.

## Open Discussion Has a Salutary Effect

I have read the Haase report from start to finish. I think it augurs well for the future of advertising that the question of compensation has been brought out into the open. In this respect the advertising industry is in advance of the building and furnishing industries in which the handling of this subject is still characterized by pussy-footing and subterfuge.

And this leads to the first principle that can be drawn from a comparison of the compensation systems in these fields. It is this—*business runs smoother if the party who pays a professional bill knows what he is paying for such services.* Hidden commissions, hidden discounts, hidden profits of every nature have always undermined confidence when employed by either architect or decorator. And confidence is the oil that keeps business wheels running smoothly.

In the building and furnishing of





Photo by Clyde T. Brown

## Deep Plowing

THE good farmer is, first of all, a good business man. He has a practical viewpoint. He gets no satisfaction merely from being the master of a vast domain—he thinks in terms of how many bushels, not how many acres. He is farming for *profit*.

The good farmer wastes no energy in the cultivation of far-flung *marginal* acres. He knows he can make more money with less effort—and less risk—by intensive cultivation of a concentrated area of *fertile* acres.

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GEORGE  
NEW YORK

And in these fertile acres *he sets his plow deep!*

Plowing deep into the rich subsoil, he nourishes his crops with the very lifeblood of Mother Earth. And when shallow-plowed fields wither under scorching suns *his* fields yield golden harvests, with never a crop failure.

*So the good advertiser!*

He, too, seeks rich, concentrated markets and plows deep for certain year-after-year *profitable* sales volume. He, too, knows from experience that intensive development of a concentrated, responsive market pays far better than scattered efforts over wide areas of marginal territory.

In all the land there is no richer, no more responsive metropolitan newspaper market than the 400,000 able-to-buy homes in which The Chicago Daily News is the *preferred* newspaper. It is *one* market where consistent, adequate advertising never fails to bring abundant results.

To sell more goods in Chicago at lower advertising cost, concentrate your advertising in The Chicago Daily News  
—and PLOW DEEP!

## THE CHICAGO DAILY NEWS

*-Chicago's Home Newspaper*

GEORGE A. McDEVITT CO., National Advertising Representatives,  
NEW YORK — CHICAGO — PHILADELPHIA — DETROIT — SAN FRANCISCO

the better type of homes or office buildings there are three groups—the owners, the architects and decorators, and the contractors. From a standpoint of compensation these correspond to the three groups in advertising—the advertisers, the agencies and the media. Architects and decorators particularly conduct their business along lines parallel to those of advertising agencies. They must be artists as well as business men; they must select materials in the interest of their clients and they are paid both by fees and (in the case of decorators) by discounts. The American Institute of Architects is a long-established association which sets ethical standards for its members which, for the most part, are followed.

#### The "Four A's" of the Decorating Field

The American Institute of Interior Decorators has been recently formed to effect the same result among interior decorators. These two are the "Four A's" of the building and furnishing industries. The practice among institute architects is to receive their compensation by a fee agreed to in advance by the client. These fees run either on a time basis or on a sliding scale from 6 per cent to 15 per cent depending upon the size, location and nature of the building. The institute has been fairly successful in standardizing these minimum fees; undoubtedly some chiseling has taken place in the last few years, but on the whole clients have acquiesced. Architects' troubles with clients are usually concerned with misunderstandings or mistakes in details of construction or decoration. The client gladly pays his fee when satisfied with the ultimate result.

Decorators, on the other hand, receive their compensation frequently through discounts on merchandise purchased for the account of the client. These discounts vary from 10 per cent to 33½ per cent. Usually the client is ignorant of the amount of the decorators' discount. The business or profession of interior decorating is in bad shape today and I believe that the greatest contributing cause apart

from the depression has been the practice of varying and frequently hidden discounts.

Judging from this experience, the greatest virtue of the 15 per cent prevailing in advertising is *the fact that it is known to the client*. If media could all adopt a uniform rate of discount to agencies (again I am not saying whether this should be 15 per cent or more or less) I think the only real remaining objection to the present agency compensation system would be immediately removed. I do not believe that the wise agent today knowingly favors a discount medium over one better suited without the 15 per cent. Apart from business honesty, he knows that such a policy is extremely short sighted and one likely to result eventually in the loss of the account. But there is no use denying that this temptation exists in the system as it stands. A variation in discount rates does not encourage a balanced viewpoint among either decorators or advertising agencies. The recent extension of agency recognition by Barron G. Collier was a step in the right direction toward this end.

A second principle has emerged from the long experience of architects and decorators in building and furnishing. It is this—*jobs are awarded more on a basis of merit and clients are eventually better satisfied if rates of compensation are standardized*. The architect or decorator who has landed a job solely because he could save the client some fee or discount has been a thorn in the flesh of the entire industry. Creative ability is just as important in an architect or decorator as in an advertising agent and when this becomes secondary in importance to compensation the client has suffered.

I can't agree with the recommendation in the Haase report that agency compensation should be entirely flexible. Experience in the building and furnishing industries has shown that some guide is necessary. It may be a sliding scale, it may be a flat commission; but some standardized system is needed to enable a professional man to concentrate on the job for which he is hired. With a standard rate

of compensation, solicitation is based on past performance and the quality of suggestions offered for the job in hand.

This is the only sound basis of solicitation for architects, decorators and advertising agencies alike. Whatever merit a chiseling purchasing agent may have in buying merchandise, I believe he does more harm than good in purchasing personal services. The merchandise, once delivered, can't kick, but a human being is not going to give his best if he feels he has been unfairly treated or if he is working for less than his worth with no chance of a raise. Discount splitting and rebating have been rampant in some branches of building and furnishing and in the end the owner has been the loser. He has saved some money at the beginning perhaps, but has lost both money and satisfaction over a term of later years.

#### Another Lesson from the Comparison

A third lesson can be drawn from the experience of architects and decorators which should set at rest those advertisers who fear that agencies are being over-paid. It is this: *if compensation rates remain too high for any length of time, buyers find methods of purchasing through other agencies* (such as house agencies in the advertising field). "Buying at wholesale" has reached the proportions of a national pastime in some branches of the furnishing business and at the root of this evil lies an excessive discount to decorators.

I have a wholesome respect for those who pay the bills in any business. In the end they have the power to set the rates of compensation. I do not believe that the orthodox agencies can ever eliminate house agencies and other discount-cutting devices, except by furnishing better advertising service at the same or lower cost. The Supreme Court decision on NRA should put at rest any false hopes in this direction. When advertisers have given up a house agency for an established general agency they have done so not because of any legal or moral pressure. Their

primary reason has been because they found it good business to make this change. If the furnishing industry is any criterion, the house agency is an automatic check on excessive agency compensation rates.

A fourth truth is being established in the building and furnishing industry after the storms of the last few years—if discounts are to vary, the only fair and sound basis is the quantity discount. Any other method has opened the way to favoritism and ill-will. Those manufacturers who have issued an open price list with discounts based on quantity of annual purchases have been the ones over the course of years who have retained the respect and confidence (and business) of their customers. Newspaper publishers have recognized this principle in their local rates. Magazine and radio media apply it on the number of insertions. If agency rates are ever lowered for large advertisers and raised for small advertisers some fair quantity discount system will have to be applied to all without favor if ill-will is to be avoided. That has been the experience of the building and furnishing industry.

Looking at the picture as a whole, it seems to me that in matters of compensation the advertising business compares more than favorably with the situation existing in building and furnishing. Relations between advertisers and their agencies are cordial, rates have been fairly well standardized and abuses are being eliminated more and more.

Finally national advertisers, publishers and agencies have fared far better through the depression than real estate owners, contractors and architects and decorators. Pragmatism is a pretty sound philosophy in business. If something works, why change? Or if there are to be changes let them be worked out by the trial-and-error method. Before giving up the present system of agency compensation, let us find one that works better in practice. Meanwhile advertisers may learn something regarding the virtues and ills of compensation systems in other professions.

# A Rag and a Bone

THE HARRINGTON RESEARCH  
CORPORATION  
BUFFALO, N. Y.

Editor of PRINTERS' INK:

May I ask that you do me a slight favor?

On page 12, your issue of August 22, under the headline "Slightly Sickening" appears a letter from one who signs herself "An Advertising Woman" in which she offers the editor of PRINTERS' INK some advice, coupled with a clear-cut intimation that you have no business meddling in politics and making it also very clear that she is a strong believer in and an advocate of the policies of the present Administration at Washington.

You know, Mr. Editor, that when we see a mad dog running down the street our first impulse is to

seek safety. I had the same sort of feeling when I read this article. When "An Advertising Woman" refers to the editorials in *The Saturday Evening Post* as "rubbish" and to the things you said for and against the Administration as "sickening" I feel that this advertising woman is one that I want to fight shy of. I certainly would not want her writing advertising copy for any company with which I was associated in an executive position.

So if you will kindly give me her name I will surely mark her off my list. Furthermore, when I get into my library tonight I will refresh my recollection of what it was that Kipling said about a rag, a bone and a hank of hair.

E. W. HARRINGTON,  
President.

## We Sink Deeper

NEW YORK

Editor of PRINTERS' INK:

I can imagine the horror with which you unsuspectingly opened that letter from "An Advertising Woman."\* I can imagine the trepidation with which you gave it space on page 12 of this week's issue. Faintly, I hear the quaking of editorial knees as you await the repercussions! And, if you'll pardon me, I snicker right out loud to see staid, sober old P. I. sinking in the political morass which its editors tried all through the years to dodge, evade and side-step.

It must make many another "contrib" like myself smile, if not openly guffaw, to see the fix you're in when they hark back to the "rejects" they received from your editorial sanctums with the polite "We regret . . . it is PRINTERS' INK's policy not to publish articles of a political nature . . . etc." Lo, indeed, how have the mighty

fallen! Now you've gone and spilled the political legumes all over the advertising map—and particularly in the lap of "An Advertising Woman." No wonder you tried to hide your deceit by resorting to a poor little typo "bull" (the article to which "An Advertising Woman" took such umbrage appeared in the August 15 issue, not the 16th.) For shame!

Well, well! I'm glad to know at last that your editorial proboscis is all cluttered up with political pulchritude; that there's at least one editor left who can afford National Press Club, and Princeton Club menus; that the Satevepost publishes rubbish no better than that found in your columns; that your "hypocrisy" is hurting honest advertising and your "hide-behind-the-screen-of-fair-and-disinterested-impartiality" is failing the grand old Republican party.

I have been afraid that PRINTERS' INK was going to sit calmly beside its editorial fireside and let the advertising business be "taken

\* "Slightly Sickening," PRINTERS' INK, August 22, 1935, page 12.





Laid on the Door Step of  
more than one out of every  
five homes in each of 206  
cities and towns in Kentucky  
and Southern Indiana every  
Sunday . . .

● In Louisville, more than nine out of every ten families read *The Courier-Journal* every Sunday. . . . A complete list of the 206 cities and towns in which more than 20% of the families are covered is available on request.

Whether you seek to reach the buyers in the prosperous trading towns in the rich agricultural sections; or those in the teeming industrial centers of the market it can be done effectively and at a single low cost by concentrating your message exclusively in a single medium . . .

## The Courier-Journal THE LOUISVILLE TIMES

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

over" by the Administration without so much as a six-point whisper of dissent. But now the die is cast and you're all loaded down with Clayton Act, AAA and God knows what-not of a political cadenza, why not make the best of it, and let the tail go with the hide? Why not rise up and tell those few advertising people left who can pay taxes more about the political "big sticks" that are being swung at

advertising—even at the risk of incurring the displeasure of a minority that may be swayed more by sentiment than sound sense?

You might pass on this quotation of Abbé Raynal to your irate feminine reader: "There is an infinity of political errors which, being once adopted, become principles."

Yours for more political disclosures,  
"ADVERTISING MAN."

★ ★ ★

### Buys "Business Equipment Topics"

The Geyer Publications, New York, have purchased *Business Equipment Topics* and have consolidated it with *Geyer's Stationer*. The name of the combined publications will be *Geyer's Stationer and Business Equipment Topics*. The London office of the publication has been taken over by Geyer. L. M. Masser, manager of the London office, remains in the same capacity with Geyer.

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### Handling Shirt Account

Oakleigh R. French, Inc., St. Louis agency, has been appointed to handle the advertising of the Buckley Shirt Company, of that city. A fall campaign will feature Buckley custom made wool sport shirts, and will run in sport magazines. Later copy will feature Buckley dress shirts, using class publications.

• • •

### Acquires "Golden Book"

Fiction Parade, Inc., New York, has purchased *Golden Book Magazines*, published by the Review of Reviews Corporation, of that city, and will merge that magazine with the October issue of *Fiction Parade*.

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### Anderson with "News-Week"

A. V. Anderson, recently with *The American Druggist*, and formerly with the New York office of the Curtis Publishing Company, has joined the advertising staff of *News-Week*, New York.

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### Gets Shoe Advertising

Badger, Browning & Hersey, Inc., New York, has been appointed to direct the advertising of the Fortune Shoe and Skyriider shoe divisions of the General Shoe Corporation, Nashville, Tenn.

• • •

### Hancock to Cresta Blanca Wine

Walter N. Hancock has been appointed sales and merchandising manager of the Cresta Blanca Wine Company, San Francisco. He was formerly advertising manager of the Roma Wine Company.

### D. M. A. A. Convention Plans

From headquarters of the convention for the Direct Mail Advertising Association, information is received that the program will discuss the relations of direct mail with radio, outdoor, magazine, newspaper and other forms of advertising. In all, the convention which is to be held at Kansas City, Mo., from October 16 to 18, will feature ten mammoth displays illustrating successful methods of linking direct mail with other media.

Karl Koerper is general chairman of convention arrangements.

Arthur H. Brayton, of Marshall Field & Company, has been appointed chairman of the judges to select the fifty direct-mail leaders for 1935. On the board with him are J. L. Frazier, *Inland Printer*; R. J. Potts, R. J. Potts & Company; John H. Sweet, Traffic Service Corporation, and James T. Mangan, Mills Novelty Company.

The board will meet in Chicago during the week of September 23, and its decision will be announced shortly after.

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### Freund Adds to Staff

John Marshall, for the last three years advertising manager of the Phillips-Jones Company, has joined Morton Freund, New York, as director of sales promotion and merchandising. Irving Weisfeld, formerly with Small, Kleppner & Seiffer, also has joined the Freund agency as production manager.

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### New Ziff Publication

W. B. Ziff, of the W. B. Ziff Company, publisher of *Popular Aviation*, will be publisher of a new monthly periodical, devoted to the mail-order business, to be called *Mail Order Journal*. The first issue will appear September 25. Page size will be 10¼ by 15 inches.

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### Has RCA Post

Judson S. Sayre, formerly with the Montgomery Ward Company and sales manager of the Kelvinator Corporation, has been appointed assistant to the president of the RCA Manufacturing Company, Camden, N. J.

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# Now, as to Coffee

How an Independent Roaster Can Carve Himself a Market in Competitive Field

As Told to Andrew M. Howe

By C. H. Zimmerman

General Manager, Thomas J. Webb Company

WHERE a woman buys her coffee, there she buys her other food supplies.

We have proved this by consumer and dealer surveys. It explains why chain stores devote so much effort and money to the building up of their own brands of coffee. It explains why so many independent dealers, failing to appreciate the importance of this one item in creating store traffic, have been losing ground, although their prices and service may compare favorably with those of the chains.

Few retailers have the resources or ability to make headway with their own private brands of coffee. They must depend upon the demand created by the advertising of the many roasters of trade-marked packaged coffee. But when there are a dozen or so of these, each spending large sums, all making similar claims—what is the retailer to do? He can't stock every brand. He can't satisfy all his customers with one brand. The coffee tastes of his customers and the size of their pocketbooks vary.

We are attempting to solve this problem for the independent grocer; we are showing the retailer how he can meet the demands of his customers for different blends

and different priced coffee, make it unnecessary for him to stock ten or more brands, increase his coffee turnover and at the same time offer an advertised, well-known coffee.

While there isn't the profit in coffee that there once was, such a service as we are featuring takes the trouble and worry out of the independent's coffee department and opens the way for increased sales and profits in his other lines. Coffee today is a traffic building staple in the same class with sugar.

Only a few years ago bulk sales accounted for the major portion of the coffee business. Packaged coffee sales were pretty much confined to the high-price bracket. Our Thomas J. Webb blend was the dominant leader among packaged coffee in the area we serve in and around Chicago. Little by little, as times grew harder and competition grew keener, lower quality and lower-priced coffee became a bigger factor. This was to be expected during a period of declining purchasing power.

At the same time, there was an increase in the demand for packaged coffee. Bulk sales have been steadily falling. The distributors of nationally advertised and sold coffees moved into this territory



One of the Webb car cards



## WHICH PRINCE OF WALES DO YOU MEAN?

The Prince of Wales is news . . . but entirely different news to different classes of people.

The debs in Dubuque want to know whom he's been dancing with lately.

The gentlemen on Fifth Avenue want to know what style of collar he's wearing now.

The executives in the front office want to know which

one of their foreign markets this Star Salesman of Britain is flirting with now.

And the smart editor will give his audience just the news angle that it wants.

☆ ☆ ☆

Business Week is unique in the field of news reporting, as America's only dispenser of news-as-it-concerns-the-active-heads-of-business.

"How will this affect the things I buy? ... The people I sell? ... The labor I hire? ... The product I make? ... The investments I own?"

That's what the executive wants to know about the week's events. That's what he finds, with succinctness and timeliness, in Business Week—and nowhere else.

That's why 90,000 top executives today constitute Business Week's paid subscription list. And that's why Business Week's advertisers get a bigger dollar's worth of top executives than they could in any other publication.

☆ ☆ ☆

Yes, we said any other.



**BUSINESS WEEK**

*The Executive's Business Paper*

330 W. 42  
STREET  
NEW YORK

with a barrage of advertising and sales effort. The chain stores have put heavy emphasis on their low-priced, packaged brands. To say that there has been a coffee war in this territory is putting it mildly.

We in the coffee business know that a cheap coffee is not necessarily an inexpensive coffee. It takes a larger quantity of the cheaper coffee to make a satisfactory beverage. But we realize that it is futile and foolish to try to force a change in buying habits. The time will come, we are sure, when, with increasing purchasing power, there will be a swing back to the better grades of coffee. In the meantime, we are adapting our business to cope with present conditions.

#### Foolish to Have Tampered with Quality

Obviously, it would be a serious mistake for us to tamper with the quality of Thomas J. Webb coffee. That always has been and will remain our top brand, being the best coffee that we know how to produce. In addition to this, however, we are now featuring what we call a "custom coffee service." This consists of two additional brands and makes it possible for us to offer coffee for "every taste and every purse," as we say in our advertising. Our Elmwood Club, packed in a vacuum can, falls into the medium-price bracket; our Mount Vernon blend, packed in bags, competes with the lower-priced varieties.

Because coffee is in most cases the keystone of the grocery business, the chain stores, both voluntary groups and privately owned, feature their own brands. It is difficult, in fact practically impossible, for an independent roaster to get his brand prominently displayed or featured—and even then it is usually at a competitive price.

The principal opportunity for increased sales on the part of the independent roaster, such as ourselves, lies in creating a demand, through advertising, among consumers and helping the independent retail grocer compete with the chains. We are doing both.

First of all, we are confining our

efforts to the Chicago area. Other fields always look greener but we know that this one market is a tremendously large one and that there is plenty of room for increased business.

With our three brands we are able to go to the independent retailer and show him how he can compete with the chains, win back not only the coffee business that he has been losing but also increase his turnover and profit by a reduction in the number of brands carried. With three blends he can satisfy the requirements of any customer. He can cut down the number of brands, many of which are slow moving.

Furthermore, this coffee service gives us a new copy angle for our advertising.

In newspapers and in car cards we are showing the three packages, each of which carries the Webb name. Each brand has its own talking point but because of our peculiar distribution set-up, we are able to tie them all together in one campaign.

Our sales effort is concentrated in and around Chicago. The water supply of this district comes from Lake Michigan. Coffee, when served, is about 95 per cent water. To be at its best, coffee must be exactly suited to the mineral content of the water in which it is brewed. We select our coffee beans by test with local water and our brands are, therefore, especially suitable for this territory.

#### Talks about Three Brands in One Campaign

Because of this we are able to adapt our advertising to the one section which we serve. We are able, too, to talk about all three of our brands in one campaign. They all have this one feature of being especially suitable for use in Chicagoland.

This story is being carried to consumers through a strong street car and newspaper advertising campaign.

In addition we continue to give special attention to our long-established, leading brand—Thomas J. Webb. A separate campaign, in cards, is devoted to this.

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# Packages and Fair Trade

Passage of Legislation in Ten States Spurs Action by Large Retail Units for Own Containers

By C. B. Larrabee

TEN States have fair trade laws. In twenty other States, says *Drug Trade News*, druggists have voted to support the enactment of such legislation. There is increasing demand for a national law.

The movement of manufacturers toward operating under fair trade laws has not yet become exactly a stampede. Yet, in each State where such laws exist, there is coming from retailers slow, inexorable pressure that may force more manufacturers into compliance.

The question remains whether the State fair trade laws are constitutional. Eminent legal authorities maintain that they are not. Equally eminent legal authorities maintain that they are. That is a question for the Courts to decide. It is possible—some insist highly probable—that a single decision may send these fair trade laws to join NIRA in the limbo of the unconstitutional.

Whether constitutional or not, fair trade legislation is having an effect on packaging which few manufacturers realize. It is forcing large retail units, particularly those who have fostered private branding, to consider the importance of the merchandising value of good packages.

Recently, when Irwin D. Wolf, of the Kaufman Department Stores, Inc., in Pittsburgh, offered an award in the retail packaging field similar to that which he has been giving for several years in the general field, a number of manufacturers asked themselves, "How come?"

To them it was just a little bit surprising that there were possibilities for a packaging award in the retail field. Actually, Mr. Wolf's offer was in line with a definite trend.

The large retail units reason this way:

Fair trade legislation is in the air. This means minimum pricing on a large number of national products. Such pricing will give the large retail units no price bulge over the average small retailer.

Therefore, assuming that fair trade legislation is constitutional and that a large number of manufacturers are forced to work under fair trade laws, the only method by which the large retail unit can compete on a price basis, is through its own private brand.

Experience has taught these retailers that good private brand business is not built by using "own merchandise" on a loss leader basis. Satisfactory private brand volume is built only if there is a profit in it.

**More Than Price Is Needed as Inducement**

Therefore, while it is probable that in most lines the private brands can be offered at a price lower than the national article, something besides price must be used as an inducement if the manufacturer wants to compete with national brands. Some of the large food chains and department stores discovered this fact a long time ago.

As an excellent example, take A & P. Here we have the most powerful factor in the retail food field, far overshadowing in volume many of its competitors and doing a business in several lines—coffee, for instance—that is the envy of most national advertisers.

Furthermore, throughout its history, A & P has built a consumer acceptance of itself that stands pretty high in comparison to the acceptance built for many adver-

# A SUPER SALESMAN in a

**I**N the territory served by The Oregonian live 1,097,590 people. They are above the national average in every index of wealth, brains and culture. Portland is the natural and actual distributing center of this sales-inviting market which comprises all of Oregon and the southern part of Washington.

Per capita spendable income and per capita wealth are in the nation's top bracket. Oregon people have the money and willingness to buy—and they can be made to want to buy through advertising in The Oregonian, favorite newspaper of Oregon for 84 years, more firmly entrenched in the hearts of its readers today than at any period in its life.

Representatives in The Oregonian office nearest you have facts which show how The Oregonian alone can do a sales job in this market.

## Current News About The Oregonian

Fastest-growing daily circulation in Portland—increase from 92,458 September, 1933, to 105,373 in March, 1935.

**REASONS:** Greater reader interest due to more news pictures, WIREPHOTOS, modernization of appearance and news treatment . . . a new Farm, Home and Garden section . . . a new Traveling Kitchen . . . and a new youth organization called Young Oregonians.

PORTLAND'S FASTEST RO

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# AN in a supercharged area

## The Oregonian Market

**SUPERCHARGED**  
BECAUSE—beside its own high per capita wealth, its richness as a market is "supercharged" by the flow of wealth from the great Columbia River Basin, a natural funnel of commerce through which its trade gravitates to Portland.



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STROWING NEWSPAPER

New \$31,000,000 Bonneville Dam, 45 miles from Portland. This great Federal project is an added reason for the exceptional buying power of The Oregonian market.

# The OREGONIAN

PORTLAND, OREGON

**National Representatives:** Verree & Conklin, Inc., New York, Chicago, Detroit, San Francisco;

**Natl Color Representatives:** Assoc. Newspaper Color, Inc., San Francisco, Los Angeles, New York, Chicago, Detroit, Cleveland.

**KGW-KEX Radio Representatives:** Edward Petry & Co., Inc., New York, Detroit, Chicago, San Francisco.

Oregonian N B C affiliated stations.



tised products. In fact, although by many definitions A & P is a private brand organization, many of its brands are heavily advertised.

Some years ago A & P arrived at the conclusion that if it were to compete successfully with national advertisers it would have to give its own brands the same advantages that national advertisers were giving theirs.

A marked change took place in the character of A & P advertising. Price is still an important part of it but, more and more, appears the selling of A & P as an institution. Special campaigns for individual lines, particularly coffee, have been written with all the skill and have used all the devices of art and layout that are available to the manufacturer.

Even more significant than this step, however, was the move made several years ago to do a thorough overhaul job on A & P packages.

Some of the best designers in the country were consulted and one by one A & P packages were overhauled, changed and improved. Today A & P containers can stand comparison with any nationally advertised packages and in some cases their superiority over most competition is easily recognized.

Nor is this the only chain that has done this kind of job. Kroger is another example of a food chain that has stepped up its advertising, merchandising and packaging.

#### Macy's Has Improved Its Private Brand Packages

In the department-store field, probably because the volume of any single department store is small compared to chains like A & P and Kroger, the trend has not been so marked. It is there, nevertheless. Macy's in New York, is an example.

A few years ago the packages of Macy's own merchandise were, to put it mildly, pretty terrible. There was no unity apparent, no thought of good design.

Shortly after Macy revolutionized its advertising policies, a revolution that affected the advertising of practically every department store in the country, new and better packages for the store's own

products began to appear here and there. Some of these early attempts were not particularly good but, even at that, shone by comparison with the packages already in existence. Gradually, however, the packages became better until today a number of these Macy containers compare favorably with the best nationally advertised packages.

Surprisingly, other retail units, which have always been quick to imitate concerns like A & P or Macy's, were rather slow to realize what these companies had done with their packages. Of course, these other retail outlets must have observed what was happening but, apparently, they thought that packaging was a very minor part of merchandising.

#### Fair Trade Laws Have Quickened a Trend

There has been in recent years such a wide national interest in better packaging, however, that gradually it has seeped through the minds of the more backward retail units that if they are to give their private brands the backing they deserve packaging must receive some consideration. There is no doubt that the Wolf Award in the retail field will have an enlivening effect. Even without this award, however, better retail packaging was bound to come. The passage of the fair trade laws has merely hastened and crystallized what was a recognizable trend.

Thus, once again, the poor manufacturer is to be bedeviled by the fact that there is no patent on good merchandising. Time and again he has taken the lead in improving some phase of his marketing only to find that not only his national competitors but also his retail competitors who, most irritatingly, are also his own outlets, are excellent imitators.

It is significant that in the last two or three years a number of manufacturers who might be considered pioneers in the field of good packaging have lagged far enough behind so that their containers are fast becoming a negligible factor.

This is a trouble that often besets pioneers. They hew a path into the trackless wilderness and set up

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their homes far from the sight of others. Eventually other pioneers catch up with them and go beyond them. Thus, particularly in the field of merchandising, a pioneer cannot afford to lose his pioneering psychology. There are today far too many manufacturers who have apparently forgotten this important marketing fact. There are certain food companies, for instance, that have given at times unusual attention to their containers but today have lost package leadership. Current trends should convince them of the necessity of regaining that lost leadership as rapidly as possible.

Whether or not fair trade laws are declared unconstitutional, the quickened interest in packages among retailers will not be allowed to die. Retailers have set their

feet firmly on the road toward better packaging and will not turn back now.

What is the solution for the manufacturer? Just as in the past when his pioneering has been copied, there is no easy solution left for him. The one thing he has is his ability to see his problem nationally and the ability he has always had of hiring the best brains to help him.

In packaging, his first step has seemed to be to realize what is inevitably going to take place among retailers. His second step, pretty obviously, would seem to be to assume, once again, his place of leadership. Never can he be so far ahead of the retailer as he has been in the past. There is no reason, however, why he cannot still keep his position at the front.



### Appoints James M. Grady

*The State Farmer*, the farm-news section of fifty-five North and South Carolina newspapers, and the *Florida Farm & Grove*, a similar section issued by thirty-five Florida newspapers, have appointed James M. Grady as advertising manager. He formerly served in various capacities with Scripps-Howard newspapers, the *Memphis Press-Scimitar* and the *Knoxville News-Sentinel*.



### Heads Cleveland Marketers

E. B. Bossart, advertising manager of the Bailey Meter Company, Cleveland, has been elected president of the Industrial Marketers of Cleveland. He succeeds J. L. Beltz, president-elect, who has resigned. H. E. Van Petten, B. F. Goodrich Company, has been appointed chairman of the program committee, and L. R. Beck, Cleveland Tractor Company, chairman of the membership committee.



### Hunt Joins Morrow

William Morrow & Company, Inc., New York, has added to its staff Robert Hunt, for the last five years with Doubleday, Doran & Company in charge of advertising, direction and trade promotion for the book department. He will be with the sales and advertising departments of the Morrow organization.



### Death of G. W. Roche

Guss W. Roche, of the advertising department of the Spokane, Wash., *Spokesman-Review* and *Spokane Chronicle*, died recently, aged seventy. He joined the advertising department of the *Chronicle* in 1894.

### Mennen Again Markets Skin Balm

The Mennen Company, Newark, N. J., is now featuring Mennen "Skin Balm," which has been off the market since October, 1934. During that year, trouble began to develop with occasional tubes and the company decided to temporarily withdraw the product from the market. Since then, the problem has been solved and the product is being placed on the market again. Campaign starts in September and drug trade papers will be used.



### Simon Buys "Story"

Kurt Simon, for many years publisher of the *Frankfurter Zeitung*, has purchased the controlling interest in *Story*, New York. The magazine will continue with the same editors. S. Holt McAloney, for several years assistant circulation manager of *Time*, is resigning from that publication to join the *Story* staff as circulation manager. Offices will be at 432 Fourth Avenue, New York.



### Hill Leaves Air-Way

T. Russ Hill, vice-president in charge of sales and director of the Air-Way Electric Appliance Corporation, Toledo, Ohio, has resigned from both positions. He plans to take up new work in the East after an eight months' tour of the world.



### Everson with WAIU

Carl Everson, program director of Station WHK, Cleveland, has been appointed manager of WAIU, Columbus, Ohio, with H. H. Hoessly, former manager and sales head of WAIU, devoting his time exclusively to sales.



WOMEN don't always ask for the food

have the active cooperation and support of grocers—

WOMEN don't always ask for the food products they want by brand name.

They say "a can of peaches . . . a box of crackers . . . a jar of strawberry jam . . . a pound of coffee . . . five pounds of sugar." That's the way women buy groceries.

Surveys made in widely separated cities indicate that housewives leave the selection of brands to their grocers in 34 out of every 100 sales of branded food products.

In addition to allowing grocers to pick the brands more than a third of the time, women buy more of the products the grocer displays. They buy less of those he stocks under the counter. They buy more of the products he advertises—less of the products he ignores. They follow most of his suggestions.

So it's pretty important that food manufacturers

have the active cooperation and support of grocers—particularly the big volume grocers who do most of the business.

Remember that just one average grocer of the top-notch type who reads *The Progressive Grocer* has a following of 300 housewives. These women trade at his store regularly. They enter it or telephone it from one to six times every week and always in a buying frame of mind.

The 75,000 top-notch grocers who read *The Progressive Grocer* wield a tremendous selling power, for collectively they influence the food buying of 15,000,000 women.

Advertise to these grocers. Gain their good-will and their active support. Through them you can do a selling job on 15,000,000 housewives—at the point of sale while they are buying. And that's the time and place your selling will do you the most good.



# THE PROGRESSIVE GROCER

BUTTERICK BLDG., NEW YORK

MALLERS BLDG., CHICAGO

HOBART BLDG., SAN FRANCISCO

# Contest Follow-Up

## Mohawk Offers Premium to 52,000 Entrants and Boosts Sales Curve in Bad Buying Months

A CONTEST and the use of premiums have enabled Mohawk Carpet Mills to accomplish four things: check on the popularity of their radio program and the responsiveness of their audience to sales appeals, see that their brand name is known, win new outlets and sell rugs in the midst of the summer doldrums.

The approach on the citadel of summer began early—as far back as February when a new Mohawk program was put on the air. This program had run only a month when the first promotional effort in the sales drive began.

A contest was announced. Listeners had only to visit a Mohawk rug dealer, look at the line, select any rug they pleased and submit a name for it. The reward for the winning name on each rug pattern was \$10, an additional \$10 going to the retail clerk who showed the rug to the prize-winner. Three major prizes were also offered for the three best names.

The contest proved popular beyond expectations. Despite the fact that the radio program had been on the air for only a month, 160,000 women are known to have entered stores as a direct result of the contest. Fifty-two thousand of these sent in names for rugs.

The contest was only a beginning, however. Shortly after the conclusion, the entrants, who had been promised a surprise at its close, received mail-pieces which opened Mohawk's second promotional push. A premium offer of sets of glassware for purchases of rugs in the Mohawk line was made to the contest entrants and to them alone. Special gift certificates insured them of the exclusive privilege. The glassware was pictured in a folder—a tea set, a dinner set, depending on the size of the purchase. One set was designed for purchases of \$25 and over, a second

for purchases over \$50. The mailing also included an attractive book "33 New Ideas for Charming Homes," personalized by an accompanying letter signed by "Sally Jones," a leading character in the radio program.

This offer was made to a selected group for two reasons. For one thing, Mohawk wanted to test the buying response of the radio audience. The results were wholly satisfactory. Of the 52,000 to whom the premium offer was made, 3 per cent bought rugs and claimed premiums. Also, Mohawk wanted to test the effectiveness of premiums in promoting rug sales, where the test had never before been made. The company knew of tests of glassware before—this specific glassware—but the rug industry has been among the last to resort to the use of premiums.

### Rug Buying Normally Feels a Heavy Summer Slump

Once satisfied that premiums could be made to sell rugs, Mohawk was prepared to open its summer campaign.

Now no one wants to buy rugs in summer time. No one wants to melt away among a luxury of thick fabrics. Compared to the slump in some other industries, the slump in rugs is heavy. But in the middle of July the second premium offer gave impetus to Mohawk's biggest sales drive.

The radio program and dealer displays were used to announce the drive, premiums being made available to the entire consuming public. The offer was sets of silverware. As in the case of the glassware, the silver ranged in sets more or less elaborate according to the size of the purchase, the same price levels being set.

About the fifteenth of July, when the offer opened, the hot spell in the East began. At the same time,

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rug buyers were assembled at a convention in Chicago, far from their desks and the promotional material sent them. So the summer slump lasted two weeks. After that, orders began coming in.

Mohawk is satisfied now that if the offer had been made at the end of June rather than in the middle of July, the sales curve for July would have been as radically altered as the August curve, from present indications, is now being changed. Since at the moment, returns are just coming in, the final results are yet to be known. There is every reason to believe the final figures will show that rugs can, definitely, be sold in summer.

The immediate sales are, of course, important. But they are not so valuable as the fact that dealers are being almost forced to carry the Mohawk line. People ask for it by name as they did not before.

From the first, dealers were sent display cards, streamers and folders for use in direct-mail promotion on their own hook. In the present campaign they are also provided with suggested radio talks for use on their own local programs.

But at the time of the rug-naming contest it was only by strenuous efforts that a thousand retailers could be swung into line. Most of them were skeptical. Some were lazy. Women entered their stores and asked to be shown Mohawk rugs so they could pick names for them. The answer was sometimes, "We're selling rugs, today." Sometimes the retailer as a concession would set up one rug on an easel and say, "There's the rug!" This last dodge was easily spotted, since the entry blank from the retailer's store would carry invariably the same item number.

But women complained to managers occasionally and dealers realized that something was up. The traffic in their rug departments was increased by 160,000. They had to show the line.

Some dealers objected to the premium offer. They did not consider the fact that other high-class lines of merchandise were being promoted in the same way. They objected to the idea of something

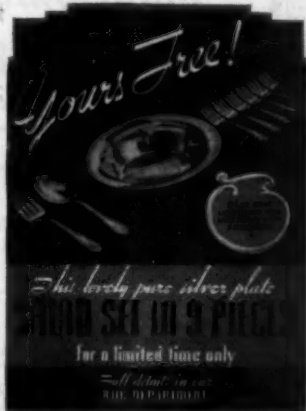
being given away; they thought it cheap, although they themselves were accustomed to giving away \$5 on a rug every now and then in special reduction sales.

But they were, after all, not doing the giving. They could not help themselves; they were simply there. Customers came in in increased numbers, bought rugs, and sent the sales slips to Mohawk, claiming their premiums. The dealers had nothing to do but sell, and a growing majority discovered that their profit lay in tying in by using supplied material.

On the current offer, in contrast to the rug-naming contest when only 1,000 dealers were interested, 2,500 now co-operate. One thousand five hundred use the advertising material Mohawk supplies them. One thousand have accepted the company's offer to supply them with sets of silverware for display, at the wholesale price of \$3.

Mohawk continues to restrict the advertising of the premium campaign to radio and dealer advertising. The purpose of using the radio alone on the rug-naming contest was to discover the effectiveness of radio as an advertising medium for rugs.

Interest of the radio audience has been gauged by other tests than those directly connected with the



A display piece offering silverware as a rug premium



sales campaign. After the glassware offer ended, it was planned to offer a copy of the book "33 New Ideas for Charming Homes" on request for ten days running. In the first three days, 62,000 requests came in and it was necessary to drop the offer before the stock ran out.

Again, Mohawk offered prizes in hosiery to women who would write letters telling where they would go to buy Mohawk rugs if they were ready to buy. Their letters automatically entered them in a handwriting contest; 300 letters, daily judged by a handwriting expert to show the most individuality in handwriting, were awarded a pair of silk stockings. To all letter-writers a booklet "Handwriting Secrets" was mailed; 113,000 replies came in.

All this seemed to indicate a thoroughly responsive audience. It was decided to use radio alone for the day-to-day campaign, while magazine copy, written as general advertising, supported Mohawk prestige and provided visual appeal, essential in the rug industry.

Asked whether he thought it would prove necessary to continue providing special inducements to maintain sales, E. Gerry Tuttle, advertising and sales promotion man-

ager, replied, "No, I'm sure it won't. We intend to go on using premiums this fall and possibly into the spring. Premiums are the thing to use right now, certainly, when price is an important consideration. They have been the thing to use for the last two years, although the rug industry has been slow to catch on. People don't believe, any more, that they are getting \$30 rugs for \$25 when a sales week is advertised. The premium appeal takes the place of the sale.

"As conditions improve, however, it will no longer be necessary to provide that appeal. As a matter of fact, we are noticing higher quality buying all the time. On our glassware offer, the higher quality premiums went out faster than the lower quality in a proportion of 1½ to 1, showing that our customers were ready to spend real money. On the present promotion, the proportion has increased to 2 to 1. I call this a good sign.

"I don't expect the premium to last forever, anyway. One appeal displaces another, as the premium displaces the sale. What will follow the premium I can't say. Right now I am looking forward to the time when the price appeal will be unnecessary.

+ + +

#### Death of T. K. Hedrick

T. K. Hedrick, promotion manager of the *Chicago Daily News* until ill health caused his retirement five years ago, died at Chicago recently, aged sixty. He had been with the Chicago paper since 1910.

. . .

#### Dunphy with "Oil Heat"

H. I. Dunphy, formerly with the National Oil Burner Dealers Association, has joined the editorial department of *Oil Heat*, New York.

. . .

#### Worsham Leaving Decatur Pump

Effective September 1, Joseph A. Worsham is resigning as general sales manager of the Decatur Pump Company, Decatur, Ill.

. . .

#### Purchases "The Outfitter"

Institutional Publications, Inc., Chicago, has purchased *The Outfitter* from the Domestic Engineering Company.

#### Elects M. A. Morrissey

Michael A. Morrissey, vice-president of the American News Company, Inc., and president of the Union News Company, has been elected a director of the Irving Trust Company, New York.

. . .

#### Burnham Makes Change

Rufus Bradford Burnham, for many years president of the Burnham Advertising Agency, New York, is now with James A. Greene & Company, Atlanta, Ga., as an account executive.

. . .

#### Joins Earnshaw Radio

Fenton W. Earnshaw, son of the founder of the Earnshaw Radio Productions, Hollywood, Calif., has joined the organization as assistant stage director.

. . .

#### Represents Banking Journals

Frank P. Syms has been appointed Eastern representative of the *Mid-Continent Banker*, St. Louis, and the *Mid-Western Banker*, Milwaukee.



## ADVERTISER'S PREFERENCE

During the first seven months of 1935, National advertisers used more space and spent more money in the columns of *The Inquirer* than in any other Philadelphia newspaper.

When the Nation's leading advertisers . . . month after month . . . select *The Inquirer* to carry a greater part of their advertising effort, it is the strongest possible evidence of its pulling power.

## The Philadelphia Inquirer

*"Pennsylvania's Greatest Morning Newspaper"*

NEW YORK  
H. A. McCandless  
80 East 42nd Street

CHICAGO  
Guy S. Osborn, Scolaro & Meeker,  
Inc., 360 N. Michigan Avenue

DETROIT  
Guy S. Osborn,  
Scolaro & Meeker, Inc.  
General Motors Bldg.

BOSTON  
M. L. Tyler  
30 Beylston Street

ST. LOUIS  
C. A. Coar  
Globe Democrat Building

SEATTLE—SAN FRANCISCO—  
LOS ANGELES  
R. J. Bidwell Co.



## Today's Business

Recovery in Pittsburgh No Empty

### Recovery in Pittsburgh No Empty—S

Figures for week

By J. FRANK BEAMAN  
Press Financial Editor

**T**HE business recovery in the Pittsburgh district to date is a simple matter of arithmetic.

Even the skeptics who long since sickened of the ballyhoo for the corner around which was prosperity can get but one answer from the news that accumulates from the major corporations in a day or two.

Westinghouse Electric and Manufacturing yesterday announced a return to the cash dividend class from which it has been absent since 1932.

National Steel Corp. earnings for the first six months this year amounted to \$3.04 a share, compared with \$1.96 for the same period last year.

Pennsylvania Railroad carloadings increased 6,000 revenue cars for the week of July 27 over the same period last year and more than 1,000 cars over the previous week.

Standard Sanitary has opened another plant, taking 1,000 men from the ranks of the unemployed. Bank clearings equal 1931.

The Pittsburgh Stock Market shows new highs in Westinghouse, Pittsburgh Plate Glass, Armstrong Cork, Harbison-Walker, Follansbee Bros., Jones & Laughlin, Koppers, Columbia Gas, Lone Star Gas and others.

\* \* \*

#### Other Plants Busy

**T**HESE are but the latest additions to a column of facts which include such developments as McKeesport Tin Plate operating 100 per cent of capacity; Mesta and

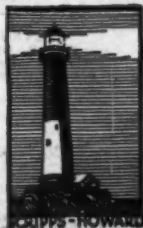
United Engineering working full blast; Blaw-Knox's improved showing; the stimulus from Federal Housing to employment and to the construction industry; upturn in retail sales; higher steel operating rate contra-seasonally, higher electric consumption, auto sales and betterment in the real estate market.

Pittsburgh Plate Glass, although it has issued no quarterly report, is known to be going almost full blast. Production of glass for homes and autos has increased noticeably while paint and other lines are approximating a 1929 basis.

The local situation is somewhat a reflection of the national scene, in which income is estimated to have advanced \$2,000,000,000 so far this year, a gain of 9.6 per cent over last year; steel operations are at a sensationally high rate; earnings reports all down the line have been better; farm and manufacture incomes have improved; foreign trade has increased and other economic pulses have quickened.

**First**

IN PITTSBURGH



MEMBER OF THE UNITED  
PRESS . . . AUDIT BUREAU OF  
CIRCULATIONS, THIS WEEK,  
METROPOLITAN SUNDAY  
NEWSPAPERS and of  
MEDIA RECORDS, INC.

**The Pitt**

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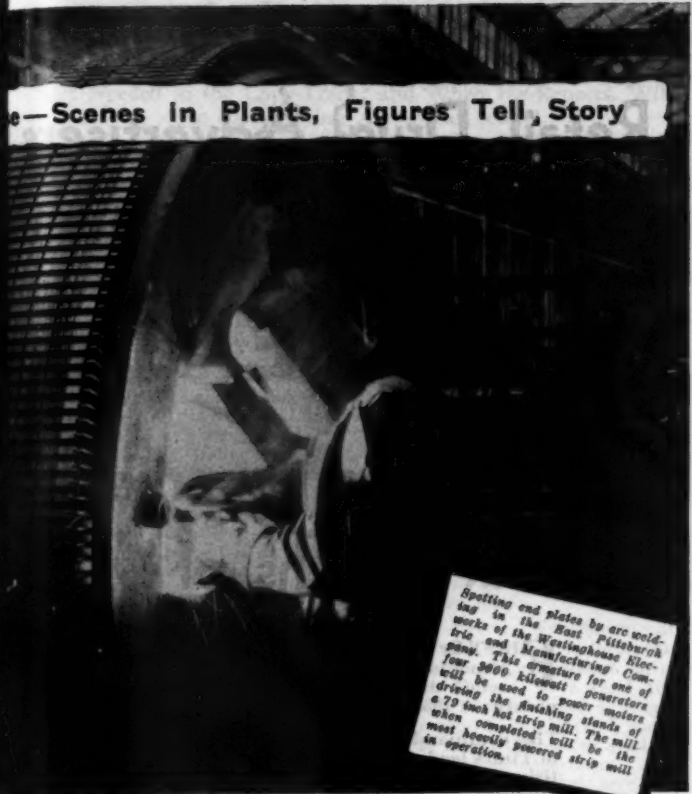
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Employment—Scenes in Plants, Figures Tell Story



Spotting and planing by arc welding in the East Pittsburgh works of the Westinghouse Electric and Manufacturing Company. This structure for one of four 5000 kilowatt generators will be used to power motors driving the finishing stands of a 70 inch hot strip mill. The mill when completed will be the most heavily powered strip mill in operation.

IN THE WORLD

IN 1934  
ADVERTISING VOLUME

Authority, Media Records

# The Pittsburgh Press

SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD  
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

CHICAGO . SAN FRANCISCO . LOS ANGELES . DALLAS  
DETROIT . PHILADELPHIA . ATLANTA

Detroit's Three Largest  
Retail Drug Advertisers  
Give The Detroit Times a

**40% LEAD**

over the 2nd paper in the  
first six months of 1935

**F**IRST by 50,000 lines! That's the way the Times is rated by Detroit's three largest retail drug advertisers for the first six months of 1935.

This commanding lead, adding to the evidence of Times leadership in total retail drug advertising lineage in 1934 and the first six months of 1935, unmistakably indicates **RESULTS**, proven over a score of months.

Detroit's retail druggists form only one of the many groups of merchants and manufacturers who have learned that Times day-after-day, unfailing family appeal lends weight and importance to the advertising effectiveness of the Times, now Detroit's most productive advertising medium.

**DETROIT  TIMES**

**"IN DETROIT . . . THE TREND IS TO THE TIMES"**

REPRESENTED NATIONALLY BY HEARST INTERNATIONAL ADVERTISING SERVICE—RODNEY E. BOONE, GENERAL MANAGER

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# A Job for Sainte-Beuve

He's Needed in the Copy-Trade; and When He Reports, Will He Please Bring Along His Seal?

By Arthur H. Little

AT the outset, I offer a copy writer's inaugural.

The house has just been invaded by a new account. At his desk, the copy writer imagines a little speech. In fancy, he addresses the new client; and he says:

"As time goes on, you will make me believe that I can for my part be of some good to you; and with the generosity of your age you will repay me, in that feeling alone, far more than I shall be able to give you in intellectual freedom, in literary thought.

"If in one sense I bestow upon you some of my experience, you will requite me, and in a more profitable manner, by the sight of your ardor for what is noble: you will accustom me to turn oftener and more willingly toward the future in your company. You will teach me again to hope."

Yes, it does sound a shade quaint but I shall undertake to demonstrate its aptness.

I have quoted from a lecture, delivered more than three-quarters of a century ago to the students of the Ecole Normale Supérieure by the erudite Charles Augustin Sainte-Beuve.

And what an optimist he was! You, he said, will reward me. "You will teach me again to hope." And, as he spoke, he could not have forgotten that just three years before, at the College of France and before just such a student body as this, he had been hissed and reviled.

Six years later, the author of *Consolations* and of *Volupté* and of the *Portraits*, now turned journalistic essayist, was to complain: "I am not a *monsieur*, nor a gentleman, but a workman by the piece and by the hour."

A workman by the piece and by

the hour, a lathe-hand turning out spindles and balusters and columns of words. A wordsmith who dared to believe that he might bestow upon his clients some part of his experience, some gift out of the richness of his soul, and who dared, besides, to believe that they would reward him by the sight of their ardor. A glutton, it appears, for punishment. A crusader who, repulsed and even unhorsed in unending combat with the forces of illiteracy and dim-wittedness and bad taste, would dust himself off, leap back to saddle—and charge again.

Nominated, by Reincarnation, for a Copy Job

Sainte-Beuve, Frenchman of letters, critic, novelist, lecturer, columnist, political independent, internally as sensitive as a child and externally as hard-boiled as a teminute egg—Sainte-Beuve I nominate, by reincarnation, for a job in somebody's copy department.

And, lest it seem that, here and there, he lacks some major characteristic that would qualify him for the appointment, I shall proceed to complete his picture.

Throughout his adult life, this Frenchman predicted that, upon his dissolution, the core of his being, the "integrating molecule" of his creative faculties would be found to be poetic; and Fate, through its Department of Irony—which always seem to vouchsafe special attention to writers—disposed otherwise. He died of a kidney stone.

And further to qualify him as at least the common forefather of modern-day writers of advertising, let it be recorded that he did write verse. Some of the verse was very good; and some of it, it seems, was

pretty poor. Self-criticizing, Sainte-Beuve diagnosed his faults as follows:

"I have my weaknesses. They are those which gave to King Solomon his disgust with everything and his satiety with life. I may have regretted, sometimes, that I was thus extinguishing my fire. But I did not pervert my heart."

But—and let there be no moralizing here, but only observation—all was not disgusting. In a world that had lost something of its tang, there still were ideals. Although a priggish English commentator remarks that "it is enough for us to take his confession that he extinguished his fire," the immortal fact remains that not even Tennyson, writing in a language far warmer, could keep himself constantly alight; and, although the flame of Sainte-Beuve at times ran low, he stood to the end on the rock of Truth.

The word, engraved in English, trade-marked his seal. To Duruy, in 1865, he wrote: "If I had a device, it would be the True, the True only, leaving the Beautiful and the Good to settle matters afterward as best they could."

Of Victor Hugo, whom, in his younger years, he idolized, he later said: "The frank, energetic and subtle, who has mastered to perfection the technical and rhetorical resources of the Latin literature of the decadence."

#### Truth Was the Root of All of His Writing

Of his life itself and of everything he wrote, truth was the very root. "I am accustomed incessantly," he said, "to call my judgments in question anew, and to recast my opinions the moment I suspect them to be without validity."

The man despised over-statement. In the works of others he could find it—and would find it—unerringly, and, having found it, shake it as a terrier shakes a rat. And in his own writings—"What I have wished to say is not a word more than I thought, to stop even a little short of what I believed in certain cases, in order that my words might acquire more weight of historical testimony."

Of such a man it would be expected that he further would say: "What occupies me is life itself, and the object of it."

And can you see him, now, at work on an account? Or, better still, can you see him as a kind of copy writers' czar, a critic and a censor and, yes, an energizer for all the copy of all the accounts that offer their wares in public space? I can; and the vision, I confess, warms my heart.

#### Sainte-Beuve Edits Some Auto Copy

I see him read a page of print about an automobile. His pencil spears a bold-faced word.

"What," he demands, "do you mean by *performance*?"

He turns a page. "Its fragrance," he reads, "lends subtle magic to your own allure. You step from your bath as fragrant as a lovely flower, glamorously surrounded by subtle, clinging perfume."

"Glamorous?" he repeats, and then, with patience explains "In your English dictionary, *glamor* is defined as 'a delusion wrought by magic spells.' Does your soap delude—or do you?"

And now he concentrates. "With your permission," he explains, courteously, "I shall read further, to the end that I may see this matter in the whole."

He reads on. He reads a dozen pages—twenty pages. Now and then, on a bit of paper, he writes a notation. Now and then he shakes his head in wonderment; and now and then he smiles. Finally, he speaks.

"How *sure* you are!" he says.

"You know the secret of Casanova, whom 'women high and low, women brilliant and women dull,' all found fascinating. He chewed herbs."

"You know why prehistoric man kept his teeth. He ate raw flesh."

"Are beauty editors—whatever they are—all beautiful? I find that 'what makes beauty editors beautiful' is 'a pharmaceutically pure and delicate solidified mineral oil.' Of that, also, you are sure."

"You know what causes overweight and what will cure it. You know how to keep your hair from

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turning gray and how to bake a pie, how to master the saxophone and how to cure corns. You know how to attain social success and how to wake up your liver. You know how to win a sweetheart and how to lose a summer rash. You know how to imbibe a knowledge of the classics, and how to rid your dog of fleas.

"All these you know. But do you know moderation? Do you know, as Horace did, that 'there is a measure in all things—certain limits, beyond and short of which right cannot be found'? And to Horace, that which was right was true, and that which was wrong, that which was short of the measure of beyond it, was false. That which stretched the truth was as deceitful as that which, by glossing untruth, made it appear true.

#### Editors Know Humor, He Confesses

"Do you know humor? Your editors do; for in their columns, alongside these advertisements, I find good-nature, and drollery, and wit? But do you know, as Butler knew, that 'a sense of humor keen enough to show a man his own absurdities will keep him from the commission of all sins, save those that are worth committing'?

"I do not insist that you strive merely to amuse and to entertain—although I cannot see that writing that pleases your reader can bring calamity upon your house—but I do most earnestly beseech you to remember that even your great corporations are aggregations of human beings and that no degree of solemnity on your part will convince your reader that you are super-men.

"More, your sense of humor, do you but give it play and not stifle it in your councils, will save you, in many instances, from becoming and appearing ridiculous. You say that your commerce is real and earnest? Unfortunately, for the comfort of the race, that is true. But most solemnly let me assure you that a combatant often looks most absurd at the precise moment when, locked in his bristling armor, he feels most formidable.

"These things that you do not

know, I trust that you will learn; for by their guidance may you gain in esteem.

"Already you are equipped with skill. For the most part, your diction—save when you lose yourself in abstractions related to such things as soaps and perfumes and powders and rouge—is sharp. Already you know the strength of the active verb and the concrete noun; already you demonstrate your conscious preference for concepts that you can feel and touch. Already you can write: 'You don't need a railroad ticket when the temperature changes; you need Celotex.'

"Already you can write: 'Five blocks on Main Street can use more gasoline than a mile on a highway.'

"Already you can write as simply as this:

"In the early days of the oil industry, rival interests did their best to block the pioneer pipe-line from the Pennsylvania oil fields to the coast. But not all the obstacles were man-made. Nature, herself, seemed to resent this new and far more economical method of transporting oil.

"In 1878, after months of work had been spent in laying miles of pipe-line, summer came, hot and sizzling. The sun beat down without mercy upon the pipe, which had been laid on the surface of the ground. And then, for the first time, engineers learned the true meaning of the word *expansion*.'

#### Modern Copy Is Vivid and Convincing

"You can write vividly, as when you wrote the following paragraph:

"Then there's the new stabilized speaker, sound-tested in rooms of thundering silence—where a watch-tick is like the crack of a rifle.' And over that advertisement you wrote, in dramatic balance, this heading: 'Where Light Is Heard and Sound Is Visible.'

"About difficult subjects, you can write convincingly. As when, about a food, you wrote these paragraphs:

"It's certainly good to see our friend Mr. Edwards back in the swim again—even though we don't believe our Post's 40 per cent Bran



Flakes should be held entirely responsible.

"But this much we do know—this delicious cereal is responsible for millions of happy, smiling faces at breakfast time, as folks discover that delightful, nut-like flavor and crisp, crunchy goodness."

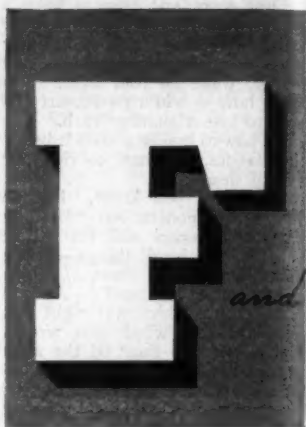
"You have the subject matter. Never, I take it, so long as your factories run, will you lack for something about which to write. And you have the motive.

"But—and now we come to the crux of my argument—the motive is more than the motive you see. Yes, you must sell your merchandise. But your greater objective—and thus far few of you seem to have glimpsed it—is the rearing and protecting of a civilization.

"If literature is the written record of an age, then you who are writing advertising are tracing out—whether you know it or not—a literature of purposes. What you write may be read by posterity; but of this be sure: Your lines reach the eyes and your ideas reach the minds and the hearts of men and women who are living today—men and women who, by what they read and hear by what they absorb from sources outside themselves, formulate their images of the world as they believe it to be; and each of them, with the tones of his picture, harmonizes the colors of his own conduct.

"For each of these would you paint a landscape despoiled by greed, a planet chilled by loss of love? Or, in words that warm the spirit, in words that carry courage and confidence, in words that shadow forth intentions that are honorable and worthy, would each of you prefer to do his part in presenting to your readers some segment of the world as you know it—a world bad enough, in all conscience, but far from hopeless?

"On another occasion I said: 'If in one sense I bestow upon you some of my experience, you will requite me, and in a more profitable manner, by the sight of your ardor for what is noble.' May I dare to hope that you will requite me even more profitably by the sight of your repugnance against



**F U L L E R**

*New Client*

Mark Cross Company  
New York City

**N E W Y O R K**

444 Madison Avenue

**C L E V E L A N D**

1501 Euclid Avenue

*Advertising*



# **& SMITH & ROSS**

## **CLIENTS**

Aluminum Company  
of America

The Aluminum Cooking  
Utensil Co.

Aluminum Seal Co.

American Can Company

Art Metal  
Construction Co.

Associated Tire Lines —  
*The B. F. Goodrich  
Rubber Co.*

The Austin Company

The Bessick Company

The Bryant Electric Co.

Chase Brass & Copper Co.

Central United  
National Bank  
of Cleveland

Cleveland Fruit Juice Co.

Commonwealth Shoe  
& Leather Co.

Country Life—American  
Home Corp.  
—*The American Home*

P. & F. Corbin

Detroit Steel Products Co.

Emery Industries, Inc.

The Fox Furnace Co.  
Hotels Statler Co., Inc.

Kensington Incorporated  
of New Kensington

G. Krueger Brewing Co.

The Leisy Brewing Co.

Mark Cross Company

National Cannery  
Association

Nation's Business

New York University

Printers' Ink

The Standard Register Co.

The Strong-Carlisle &  
Hammond Co.

The Templin-Bradley Co.

University School

Virginia Hot Springs Co.  
—*The Homestead Hotel*

Westinghouse Electric  
& Manufacturing Co.

Westinghouse Electric  
Supply Co.

Westinghouse Lamp Co.

West Penn Power Co.

The WGAR Broadcasting  
Company

The Wood Shoel  
and Tool Co.

The Wooster Brush Co.

that which is ignoble; and may I dare to hope that, in your own works, you will shun it?

"Yours is a high responsibility and one that, by spreading your thoughts upon the page for your nation to read, you have taken upon yourselves. Of this new literature, you are the architects and the builders. May I dare to hope that you will plan splendidly and build gloriously?"

"Your audience is vast. Your opportunity is tremendous. To a people more easily daunted, your obligation would seem overwhelming."

"But you will carry on. As, on that other occasion I said—you will teach me again to hope."

An unusual man was Sainte-Beuve, unusual and, perhaps, impractical and visionary.

But, as I have said, the word engraved upon his seal was TRUTH.



### Ohio Rules on Liquor Copy

The Ohio State Liquor Board has adopted several rules for liquor advertising, including a provision that brand names are not to be advertised unless the class and type of whiskey are given equal prominence.

The regulations require the true name and address of the distiller in advertising and prohibit the words "guaranteed" "warranted" or "certified" except in connection with an intelligible and enforceable guarantee to purchasers of the product.

They also prohibit the use of the words "bond," "bonded," "bottled in bond" or "aged in bond" unless the product referred to was bottled under the provisions of the United States Bottling in Bond Act or a similar law of a foreign nation.

Disparagement of competitors' products and advertisements of curative therapeutic effects of whiskey are forbidden unless the advertising is true.



### Appoints Exhibition Committee

The board of directors of the Society of Typographic Arts, Chicago, has appointed an exhibition committee for its annual exhibition of fine printing this year, with W. J. Garrity, of the Munising Paper Company, of that city, as chairman. The personnel of the committee are Raymond F. DaBoll, Faber Birren, Joseph Carter, Henry T. Chapman, Ernst F. Detterer, Martin Johnson, R. Hunter Middleton, Vaughn Millbourn, Charles F. Nixon, James B. Richardson, and De Forrest Sackett.



### Retains Merrill Agency

The *American Building Association News*, publication of the United States Building and Loan League and the International League of Building Societies, has retained the Merrill Advertising Company, Inc., New York, as sales promotion counsel.



### Joins Brown Advertising

Arnold R. Deutsch has joined the Brown Advertising Agency, New York, as account executive. He was formerly with the advertising departments of the *New York Sun* and the *Evening Journal*.

### Larger Campaign for Feen-a-mint

Plans of the Health Products Corporation, Newark, N. J., for the advertising of Feen-a-mint call for a fall campaign in a larger list of newspapers. Space will be used over a thirty-nine-week period in the Sunday editions of seventy-five papers.

Beginning with October a schedule will start in thirty-two magazines. Trade papers also are being used.

The amateur night broadcasts sponsored by Feen-a-mint which, for the first time carried on its radio advertising without interruption through the summer, will continue until February. The company is tying in this series with theaters conducting amateur nights. Film trailers announce that winners will be given an opportunity to appear on the Feen-a-mint program. Posters in neighborhood drug stores effect a further tie-in.

Similar co-operation is also being extended to radio stations which are broadcasting local amateur programs, either sponsored or sustaining. In this way the local program is given national mention, and the Feen-a-mint network broadcast receives local advertising.

Wm. Esty & Company, New York, handle this account.



### Campaign on Trubenizing

The Trubenizing Process Corporation, New York, patentee and licensor of the Trubenizing Process, now used by more than sixty manufacturers in making fused-collar shirts, has approved a national advertising campaign. A magazine schedule begins in September, mostly in full-page space. The account is handled by Morton Freund-Advertising, of that city.



### Death of G. T. Whitburn

Gordon T. Whitburn, advertising manager of the *Michigan Farmer*, died recently. He was thirty-three years old and had been with the publication since 1927.



### With Procter & Collier

M. S. Moore has joined the staff of the Procter & Collier Company, Cincinnati. He was formerly on the staff of *Delineator* in the Chicago office.

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# I See Where . . .

**BUREAU OF AIR COMMERCE** issues survey on aircraft by States and trading areas. . . . Premium Advertising Association to meet at Hotel Pennsylvania, New York, September 23 to 27. . . . Plans shaping up for the seventh Boston Conference on Distribution. . . . Residential construction up in July over corresponding month last year and 146 per cent greater for first seven months 1935 than corresponding period in 1934, according to Federal Home Loan Bank Board. . . . Bureau of Census issues "Negroes in the United States: 1920 to 1932." . . .

. . . .

Senate confirms nomination of Robert E. Freer of Ohio to Federal Trade Commission. . . . Fifteen principal investigations will be carried on after Congress adjourns, among the principal ones being: power and other lobbies; chain stores (Patman Committee); operations of air transport companies; patent situation; Virgin Islands administration; present Government fiscal system; world war international banking investigation and survey of all land and water policies of the Government. . . . California chains have over 80,000 out of 116,000 needed signatures to qualify a referendum of State chain-store tax. . . . Many business men looking forward to currency inflation when Congress resumes on January 2, 1936. . . . House bonus advocates get required 218 names on petition to force immediate vote on soldiers' bonus issue in January. . . .

. . . .

North Carolina Commissioner of Revenue rules county liquor stores must pay chain-store taxes. . . . Government to publish "Federal Register" containing presidential proclamations and executive orders except those that have no general applicability or legal effect, together with other documents President or Congress may direct. . . . Wheeler

resolution calling for FTC to make \$150,000 investigation of spread between farm prices and prices consumers pay for food stuffs passes Congress and goes to the President, with food processors declared guilty before they start. . . . Federal relief chief Hopkins reports reduction of more than \$9,500,000 in relief expenditures in June from May. . . . Texas, legally dry for sixteen years, votes wet. . . . Three years after passage of Senate resolution calling for inquiry into activities of Federal Farm Board, special Senate Agricultural subcommittee reports actual and prospective losses to the revolving fund of \$344,900,000 out of \$500,000,000 at end of fiscal year June 30, 1935, and sub-committee chairman Senator McNary declares, according to New York Times, that "inexperience, extravagance, avarice and in a few cases dishonesty on the part of officials and employees of some of the co-operatives increases these losses." . . .

. . . .

Federal Alcoholic Control Bill goes to Congress with bulk sales of whiskey eliminated; control agency under supervision of Treasury Department, and brewers subject to provisions except in States where regulatory laws are as stringent as the newly approved Federal statute. . . . President Roosevelt in letter to Senator Harrison proposes during adjournment of Congress "to call into conference representatives of management, labor and consumers in the hope that discussion will create among them a general agreement as to the best means of accelerating industrial recovery and the elimination of unemployment." . . . FTC issues cease and desist order against Wyoming Valley Jobbers Association, Inc., at Wilkes-Barre, charging conspiracy in restraint of trade, price fixing, publishing so-called "White Lists" and boycott in candy and tobacco trade. . . . National Anti-Chain Store League sues Food and Grocery

Chain Stores of America, Inc., for damages, charging, among other things, that defendant paid an employee of plaintiff \$50 a week for furnishing confidential information. . . .

FTC charges Gillette Safety Razor Company with fixing and maintaining re-sale prices on safety razors and blades and using "illegal coercive methods to force jobbers, wholesalers and retailers to observe re-sale prices." . . . Government's processing tax collections dropped 50 per cent between June and July due to injunctions granted in 1,148 suits. . . . Department of Commerce issues "Consumer Use of Selected Goods and Services by Income Classes" for Portland, Me. . . . Food and housing cost increases have outrun wage increases so that average American family's actual buying power has declined in last year according to Northwestern National Life Insurance Company. . . .

July cigarette output of 13,138,287,463 sets a new record monthly high according to Bureau of Internal Revenue figures. . . . Automobile industry will reach 3,000,000-unit mark in its 1935 production within next six weeks according to A.P. dispatch in New York Times. . . . Candy sales up 9.1 per cent during first seven months of 1935 over corresponding

1934 period, says Department of Commerce. . . .

Bureau of Labor Statistics reports 3 per cent gain from June to July in permits for building construction. . . . Net profits of 413 leading industrial corporations in 1934 total \$1,108,000,000 or more than any year since 1930, according to Standard Statistics Company. . . . Volume of agricultural products exported from the United States during last fiscal year stands at 54 per cent of pre-war compared with 83 per cent in 1933-34, according to Bureau of Agricultural Economics. . . . Dollar volume of retail financing of new passenger automobiles up 9 per cent for July against July, 1934 and up 4 per cent over June, 1935, says Department of Commerce. . . .

Wholesale commodity prices up 0.5 per cent during week ending August 17 to highest point reached since November, 1930, according to Bureau of Labor Statistics. . . . Federal Reserve Board reports 6 per cent increase in industrial production in first seven months of this year compared with same period in 1934. . . . Standard Statistics Company sees general business activity continuing upward trend with retail trade continuing to show encouraging gains.

G. M. S.

### Edward T. Hall Directs Handicraft School

Edward T. Hall, former vice-president and advertising manager of the Ralston-Purina Company, St. Louis, now has his headquarters in Rockefeller Center, New York, where he is directing the activities of the Universal School of Handicrafts. Mr. Hall, at one time president of Association of National Advertisers, retired from active business in 1929, after twenty years of service with Ralston-Purina.

For some years since he has been directing a progressive handicraft school in Boston and, as a member of the Boston University faculty, has devoted himself to the leisure problem and the development of creative avocations.

The school Mr. Hall now directs is offering new courses for business men, including weaving, metal work and other general crafts.

### Lewis Heads Benton & Bowles Media Department

A. M. Lewis has been appointed head of the media department of Benton & Bowles, Inc., New York, following the resignation of Lucian L. King as treasurer, in charge of the purchase of media. No appointment as treasurer of Benton & Bowles has been made as yet. Mr. Lewis has been with the agency since January, 1934, previously having been with J. Walter Thompson as one of its media executives and with Geo. Harrison Phelps.

### Joins Columbia

Gordon Bamberger, until recently with Blackett-Sample-Hummert, Inc., Chicago, has joined the sales promotion department of the Chicago office of the Columbia Broadcasting System.

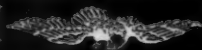


## ADVERTISING LINAGE RECORD CINCINNATI NEWSPAPERS FIRST SEVEN MONTHS 1935

	TIMES-STAR	ENQUIRER (Morn. & Sun.)	POST
Retail Display.....	3,349,740 (1st)	3,039,517	1,902,335
General Display.....	1,319,721 (1st)	904,266	774,746
Automotive Display.....	460,574 (1st)	334,937	267,557
Financial Display.....	81,574 (2nd)	125,747	75,061
Total Display.....	5,211,609 (1st)	4,404,467	3,019,699
Classified.....	725,969 (3rd)	1,229,755	801,617
Legal.....	70,543 (1st)	13,574	11,652
Church Notices.....	18,844 (2nd)	25,211	1,823
<b>TOTAL</b>			
<b>ADVERTISING.....</b>	<b>6,026,965 (1st)</b>	<b>5,673,007</b>	<b>3,834,791</b>

*Figures from Media Records, Inc.*

# CINCINNATI



# TIMES-STAR

HULBERT TAFT, President and Editor-in-Chief

NEW YORK

CHICAGO

Martin L. Marsh, 60 E. 42nd Street

Kellogg M. Patterson, 333 N. Michigan

# Salesmen's Call Reports

Analysis of Forms Shows Variety of Important Data Required by Groups of Companies

By Don Gridley

## PART II

IN the first part of this article the salesmen's reports of seven different companies were analyzed. These indicated how much simpler and more helpful the information required from salesmen is today than it was some years ago. The analysis of forms is concluded here.

**Johns-Manville Corporation:** This company requires two reports. The daily report is simplified. On one side is a form which may be used either for the daily report or for a letter. This is checked carefully. Complicated forms were once used by this company but have been discarded.

On the other side of the form is a scoring to be used for occasional reports on lost orders or assistance given to distributors. A re-handler support report is used in conjunction with others of the same to present a sales argument to the distributor. The salesman may do this, but the district manager usually does. The central office never does. District offices are responsible largely for sales promotion within the districts and in case the form is used as a lost order report, it gives space for checking the reason for the loss.

The second report required of the salesman is the semi-monthly business conditions report. These reports are correlated by the district manager and submitted to the board of directors.

The re-handler support record is particularly interesting and contains the following information:

### RE-HANDLER SUPPORT RECORD LOST ORDER REPORT

1. District..... Date.....
2. Re-handler.
3. Town.
4. Prospect.

5. Town.
6. Value of Contract Materials.
7. Materials.
8. Quantities.
9. Reh's Quotation (Or SP.).....  
PER.....F.O.B.....
10. J-M Quotation.....  
PER.....F.O.B.....
11. Compet's. Quotation.....  
PER.....F.O.B.....
12. Name of Competitor.

### CHECK TYPE OF SUPPORT OR REASON FOR LOST ORDER

- |                              |                      |
|------------------------------|----------------------|
| Direct Sale                  | Plant                |
| <i>Indirect-Contact with</i> |                      |
| Owner, Arch. or Engr.        | Contractor           |
| Quality                      | Transp. Charges      |
| Reciprocity                  | Delivery             |
| Specifications               | Dissatisfaction      |
| Labor Costs                  | Price (Detail Below) |

Under this information is space used for suggestions, details and remarks.

The business condition form is reproduced with this article.

**Lightolier Company:** This company introduces an unusual feature on its form by running a couple of sales epigrams. Near the top is this sentence: "If you sold as a salesman should—There is at least one good order on this report." Halfway down on the report is the sentence, "Reopening 'Old' accounts—The sure sign of a salesman willing to work his way to prosperity."

This is the only form used by the various companies reported on that makes any effort to add something unusual to the report.

The body of the form is divided into sixteen columns as follows:

1. Name of fixture dealer.
2. Town and State.
3. Amount.
4. Advance.
5. New kitchen units 2020-21.



6. Dinette 2053.
7. New Britelites.
8. New Hall Pcs.
9. { 2041-44.  
2018-19.  
2051.
10. 6893.
11. BET-R-LITE.
12. Crystals.
13. Lamps.
14. Store?
15. Dodge Refer?
16. Remarks.

At the bottom of the report under the column headed "Account" is space for total fixture accounts, total lamp accounts and a total of the day's sales. The salesman is told to include only those orders with definite shipping dates.

At the bottom is also the following paragraph:

"Any customer who didn't buy in 1934 is a 'new account' prospect. So are the following: Dealers, Jobbers, Basket Contractors, Hardware Stores, Building and Lumber Supply Companies, Plumbing Supply, Paint Stores, Department Stores, Public Utilities, Appliance Dealers, Mail Order Stores, etc."

**Limestone Products Corporation of America:** A simple form is used by this company. Robert L. Quait, general sales manager, says: "The salesman is required to make a report on each call that he makes at the end of each day and mail them to the office. A separate report is made on each call, this being made up in triplicate, one being retained in his possession, the other two being forwarded to the office. One of these copies is filed in a consecutive file, while the other, which is the third copy, is put in the dealer's file so that we need not keep an extra record of the calls on a specific dealer. The file, itself, will disclose such data.

"Any comments made in the report which require my attention as general sales manager are immediately taken care of, or if anything in the report needs to be supplemented, this is attended to immediately."

This company's form is small and contains at the top space for the salesman to fill in the name of the company called on, the name of the purchasing agent, the town, county and State, type of business, materials used, date, and price. Below is space for details of the call.

**Packard Electric Corporation:** This company uses several report forms. Of these, H. C. Mohr, advertising and sales promotion manager, says,

"The first one, the Packard Sales Report, is the most important and this is used for all classifications of accounts outside of dealer calls. You will note these classifications have been listed as active accounts or prospective accounts and these

BUSINESS CONDITIONS REPORT																																							
SALSMAN	DISTRICT		DATE																																				
<p>A. Business Conditions in this territory are—</p> <p>Improving      Not changing      Declining</p> <p>Industrial/Plants—      Not      Increasing employment</p> <p>The Building Situation—      Is      Improving</p> <p>The closest type of building operations are most active as indicated 1, 2, 3—</p> <p>INDUSTRIAL OPERATIONS (showed two times within "Year" or "Half")</p> <table border="1"> <thead> <tr> <th>Industry</th> <th>1. Growing</th> <th>2. Building Construction</th> <th>3. Maintenance Work</th> <th>4. Expansion Work</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td><td> </td></tr> </tbody> </table>					Industry	1. Growing	2. Building Construction	3. Maintenance Work	4. Expansion Work																														
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Johns-Manville calls for a semi-monthly business conditions report from its salesmen

# FAMOUS OLD PUBLICATION CHANGES POLICY OF 44 YEARS

The Literary Digest announces an important change of policy. For 44 years The Digest has been securing subscriptions through the mails, usually giving subscribers a premium. With the aid of premiums, The Digest has built up a large circulation. True, investigations have proved repeatedly that Literary Digest subscriptions sold with or without premiums were of the same high standard type. The character of the premium was of no consequence. It is, however, a general tenet of many advertisers that there is better advertising in circulation secured without a premium. The Digest's new policy is distinctly in line, therefore, with opinion.

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## New Rates . . . New Circulation Method

The Literary Digest announces an important change of policy.

For 44 years The Digest has been securing subscriptions through the mails, usually giving subscribers a premium. With the aid of premiums, The Digest has built up a large circulation.

Now—The Digest has definitely decided to make a gradual change from premium to non-premium circulation.

True, investigations have proved repeatedly that Literary Digest subscriptions sold with or without premiums were of the same high standard type. (The character of premiums offered have appealed to all types of individual.) It is, however, a general tenet of many advertisers that there is better advertising in circulation secured without a premium. The Digest's new policy is distinctly in line, therefore, with opinion.

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—To receive the benefit  
the second six months of 1935  
the second six months delivery

## The New Rates

The Literary Digest announces new rates based on a guaranteed average of 600,000 copies per week net paid per week and confidently expects to average a surplus of 100,000 above the guarantee for the second six months of 1935. The new rates are as follows:



## Other Famous Digest Poll

As we approach a presidential election, The Literary Digest announces that it will continue its nationwide poll activities, which have always been given the best publicity through newspaper, magazine and radio advertising. The effect of this poll is to give advertisers an advantage which they secure through no other magazine.

## Continuing to Issue The Literary Digest Advertising Guide

Subscribers will continue to receive through the mails The Literary Digest Advertising Guide, consistently promoting the buying of advertised products.

That The Literary Digest audience is a responsive buying audience has been proved by numerous surveys made in 1933-1935, in cooperation with many national advertisers, verifying results in actual sales through dealers.

## In Summary—the Advertiser May Now Expect

—To cover The Literary Digest market and secure its great influence with the dealer (the name of no other magazine is better known) for a very much smaller appropriation.

—To receive the benefit during the second six months of 1935, of a considerable surplus delivery.

—To enjoy the same generous cooperation The Digest has offered its advertisers in the past.

The advertiser may buy space for 1936 on a guarantee or rebate basis, with the further assurance that The Digest will be vigorously promoted and widely read in the coming presidential year.

# The Literary Digest

GET THE BEST RESULTS

reports are comparatively easy to fill out by the check method. In most cases, however, the remarks contain the really essential information which the home office desires and all reports are generally filled out in complete detail under the heading 'Remarks.'

"This report is used for complete checkup on the status of all contract accounts as well as the correction of names, addresses, change in buyers, individuals for mailing lists, etc. These reports are filed and are used for reference on any special matters which may come up through correspondence with the account. This sales report is the backbone of our salesman's reports and their relation to our customers."

A copy of this report form is reproduced on this page.

"The next report form," continues Mr. Mohr, "is a special report used by our men in doing so-called missionary work with the jobber's salesmen. The main reason for this report is to provide a report for the jobber's sales manager to show the work done by our men with his salesmen and the result accomplished. Naturally, one copy comes to the home office and another goes to the district office."

At the top of this form is space for the name of the jobber, his city and State, and zone. There is also space for the name of the salesman and the field representative.

The rest of the report is divided into columns with room for the names of ten dealers, reading down, and the following information in columns, reading across:

TRADE NUMBERS AND  
QUANTITIES SOLD

1. Spools and Ass'ts.
2. Ignition Sets and Ass'ts.
3. Bat. Cables and Ass'ts.
4. Camoah kits.

[illegible]

**This Packard Electric form can easily be filled out by the check method**

5. Port-O-Lites.  
6. Misc. items.

## TOTAL VALUE

7. Dealer prices.  
GOODS NOW USING  
8. Spools.  
9. Sets.  
10. Battery cables.  
11. Remarks.

Quimby Pump Company, Inc.: W. T. Quimby, sales manager, says

"Our sales in the metropolitan New York district are handled by salesmen operating from our own offices. With this exception, the rest of our sales field is handled through the manufacturers' agents. Our local salesmen report daily on their calls. So far as the agents in the field are concerned, we do not receive reports on their activities except when a special call brings up some point that they believe should be drawn to our attention, or when they make a call at our request."

As might be expected the report is very simple, being half a mimeographed sheet of paper. There is

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room for the name of the company and individual called on and whether it is a personal call or telephone call. There's also room for the reason for calling and the quotation number and order number. Below this is space left for remarks and the salesman's name.

**Revere Copper and Brass, Incorporated:** This company has three different kinds of reports; one for calls on gift customers or prospects, one for calls on the hardware and department-store trade, and one a comprehensive premium report which gives the company enough information so that they can suggest a suitable premium plan for prospects and customers.

"We believe very much in these salesmen's reports" says T. J. Liston, advertising manager, "because they not only give us a report of their calls, but also an idea of their activities."

As a sample of the reports used by Revere is that for jobbers and department stores. At the top is room for the name and address of the account and the person interviewed and his title. Under this, is space for prices quoted on fifteen different items. Below this is plenty of space for remarks. In a column on the side is information giving the salesman's name, the customer classification, space for credit department information and other space for office use.

**The Yale & Towne Manufacturing Company:** G. C. Brady, manager of the sales service department, says,

"Our salesmen use what it terms 'Salesman's Daily Report of Call.' We require our salesmen to fill out one of these forms, known as 179-B, and mail to the home office each day. Every call made by our salesmen is recorded on this report and the result is briefly indicated in the spaces provided for that purpose.

"A space is shown for the city, the name of the customer and the class of product sold. By this we mean we have numerous classes of products such as A, B, C, etc., each letter representing a certain product and the salesmen simply indicate the class of product sold by

letter. If no sale is made, then he must use the code number indicated at the top of the report to show the reason, in brief manner, why no sale was made. A space is also provided to take care of changes in street addresses, names of customers or in customer's quotation record.

"The salesmen, of course, submit special reports, when meeting with certain conditions or when they find it necessary to give us more detailed information than is provided on this particular form.

"This is the only report form used by our salesmen other than making special reports on their regular letter form, but we do require one of these report forms 179-B for each day's record of calls.

"Each salesman has an established list of customers in his territory but when opening a new account, in addition to making a notation on the daily interview report, a supplement detailed report on 179 is also mailed to us. This gives us a pretty good set-up as to the new customer.

"On receipt of the new report form 179, the information on that particular report is copied on to what we call our master-card record, the face of which is almost identical with the new account report.

"On the inside of the master-card there is a space at the top half with heading as follows:

*Date Salesman Sold Lines Code Remarks*

"We enter in this space the information contained on the salesman's daily interview report; that is, the date of the call made on the customer, the name of the salesman, the classes of product sold, but if no sale is made then we fill in the code number or whatever is indicated on the Daily Interview Report. The rest of the space on the master-card is used primarily for quarterly sales of each class of product."

Form 179 is interesting. At the top the items in the company's line are listed with a key letter number before them. Underneath this list are the letters of the alphabet

form A to W so that the salesman can check off the items on which he wishes to report, the large letters keying with the list.

This report gives the following information:

1. Name..... Street & No.....
2. City..... State..... Pop.....  
Salesman.....
3. Gen'l Buyer.... Sales Mgr.....  
Pres.....

#### BUILDERS' HDWE. INFORMATION

4. Buyer..... B.H. Man.....  
B.H. Samples?.....
5. Affiliation?..... Loyal?.....  
Cont. Dept.....
6. Yale's Strongest Competitor...  
Competitive Lines Carried?....

#### STAPLE LINE INFORMATION

7. Buyer..... Jobber?.....  
No. Travelers.....
8. Have Own Cat?.....  
What Classes of Yale Products  
Shown?.....
9. If Jobber, Territory Covered...
10. List Selling Devices Stocked...
11. Standard Padlocks Stocked....
12. Competitive Staples Stocked...
13. List Yale Auxiliary Rim Locks  
Stocked.....
14. Door closers stocked what

make?..... What make cabinet locks stocked?.....

15. Stock key-biting machines?....  
Using key-biting machine?....

#### GENERAL INFORMATION

16. Have Yale Cat?..... Num-  
ber Clerks..... Credit.....  
Capital.....
17. Local Prestige?..... Location  
of Store?..... Is Ter. Min.,  
Mfg., or Agric.?.....
18. Do Local Advertising?.... Use  
our advertising helps? (Kind)...
19. Remarks: .....

\* \* \*

A study of these various reports indicates the variety of information that is essential for the companies using the forms described. It shows the impossibility of attempting to analyze reports to find out what is really essential information. About the only essentials on which all reports agree are the name of the salesman and the name and address of the prospect.

This study indicates the danger of any one company patterning its reports after those of another company. It shows, however, the possibilities of studying the reports of other companies for suggestions as to information that should go on a good call report.

\* \* \*

#### Succeeds Lesan Agency

The H. E. Lesan Advertising Agency, New York, will, on September 1, be known as Mackay-Spaulding Co., Inc. Following the death of Mr. Lesan in 1932 and that of Francis H. Sisson in 1933, the stock control of the agency passed to James Mackay, Howard E. Spaulding and Eugene W. Spaulding.

The newly incorporated company will have for its officers: president, James Mackay; vice-president, Howard E. Spaulding; treasurer, F. J. Coleman; and secretary, Eugene W. Spaulding.

Mr. Mackay has been an officer of the Lesan agency for twenty years. Howard E. Spaulding, who was formerly connected with the agency, is the son of the late E. W. Spaulding, for many years advertising director of the Curtis Publishing Company. He is also a special partner in the banking house of Lacey, Fargo & Co., New York. Mr. Coleman has been with the Lesan agency for twenty years as financial executive. Eugene W. Spaulding, son of Howard E. Spaulding, has been with the agency a year, following the footsteps of his father and grandfather in the advertising business.

#### Changes to Bertolet & Company

Following the resignation of L. W. Deming, the name of Bertolet & Company, Inc., Chicago, publishers' representative, will be changed on September 1 to C. B. Bertolet & Company, Inc. J. T. Shields, formerly with the Hearst newspapers in Chicago, has joined the staff.

\* \* \*

#### With Independent Wall Paper

L. Andrews is now advertising manager of the Independent Wall Paper Company, Pittsburgh, with eleven wall paper, paint and floor covering stores in Western Pennsylvania, New York, Ohio and West Virginia. He has been in retail advertising for about fifteen years.

\* \* \*

#### Ralph Lane Joins Presbrey

Ralph Lane, formerly with the sales staff of the New York office of the Niagara Lithograph Company, has joined the Frank Presbrey Company, New York, in the capacity of vice-president in charge of new business.

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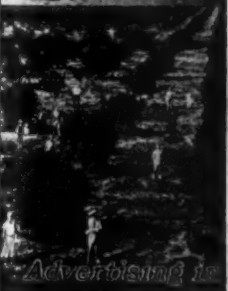
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**There's a full  
swing . . .**



to Florida industry the twelve months  
of the year.

Farming is a major year 'round industry  
producing a hundred million a year.

Manufacturing does even better with  
a hundred fifty-seven million yearly  
production.

Add to this income many additional  
millions from Florida's natural resources  
and resorts.

**FLORIDA**

Florida Times-Union      Miami Herald  
Tampa Tribune      St. Petersburg Independent  
The Orlando Evening Reporter Star  
The Orlando Morning Sentinel

Advertising 12

**Florida Pays All Year 'Round**



# Home Craftsmanship Market

ALTHOUGH home craftsmanship has opened a market for more than one manufacturer it still holds potentialities. Witness the plan, shortly to be introduced, of the Glascock Bros. Mfg. Company, of Munice, Ind., manufacturer of refrigerator display cases, dispensers and sheet metal products. It is offering equipment sets to home craftsmen for working in sheet metals.

"For some unknown reason," says C. A. Frick, general manager, "this material field has been entirely neglected, yet commercially it is obvious that steel is supplanting wood in many industries—due to the less expensive raw materials and its much quicker working or forming characteristics."

The company is planning a national advertising campaign, beginning in October, to sell equipment to the consumer direct, either by cash or by a time-payment plan.

In the meantime it has prepared a comprehensive sales broadside, illustrated and priced group offerings, and three booklets—a sheet metal worker's manual; a book of designs, with halftone illustrations and development drawings; and a supply list to take care of every requirement of the craftsman working to metal.

Advertising will point out the advantages of sheet metal as a material for making such objects at home as baskets, cabinets, lamps, tables, stools, medicine cabinets and many other useful and decorative objects.

The low cost of the equipment is being emphasized, especially in view of the time-payment plan. A beginner can start his own home metal workshop for less than \$100. A standard set costs about \$150 while a complete outfit, comparable to the well-equipped commercial shop, runs less than \$250.

+ + +

## "Farmers Home Journal" Appoints Eastern Representatives

The *Farmers Home Journal*, Louisville, has appointed Paul W. & Guy F. Minnich, New York, as its Eastern advertising representatives.

• • •

## Now Gardner-Rothschild

Alvin Gardner and Charles L. Rothschild, following the dissolution of the firm of Harrison, Gardner & Rothschild, Inc., will continue under the name of Gardner, Rothschild, Inc., 71 West 45th Street, New York.

• • •

## Changes Advertising Policy

The *New York Law Journal*, New York, which has restricted the advertising carried in its pages to certain types of accounts, will hereafter accept advertising of general advertisers.

• • •

## Anderson Has New Duties

Ross E. Anderson, has been elected by General Mills, Inc., as vice-president and general manager of the Red Star Milling Company, Wichita, Kans., subsidiary of General Mills. He assumes his new duties on September 1.

## Buy Interest in Radio Transcription

G. Y. Clement & Associates have purchased the interest of Freeman Lang in the Radio Transcription Company of America, Ltd., Hollywood, Calif. C. C. Fyle, vice-president, has been appointed president and general manager. The firm has moved to 1509 N. Vine Street.

• • •

## "Highschool," New Fortnightly

*Highschool*, a new fortnightly news journal for junior and senior high school teachers and principals, will begin publication with a September 28 issue. It will be published by the Scholastic Corporation, New York, publisher of *Scholastic* and *Scholastic Coach*.

• • •

## Joins Miami "Daily Tribune"

Robert E. Murphy, for the last six years with the *Miami Herald*, has joined the sales department of the *Miami Daily Tribune* as production and copy manager.

• • •

## Gets Disinfectant Account

The Al Paul Lefton Company, Inc., Philadelphia, has been appointed to handle the advertising account of the West Disinfecting Company, Long Island City, N. Y.

# Those Liggett Figures

## Nothing Special or Unusual in Discounts Revealed by Senator Patman's Investigating Committee

CARBONA PRODUCTS COMPANY  
NEW YORK CITY

Editor of PRINTERS' INK:

I was very much interested in the publication in last week's PRINTERS' INK of the figures showing the discounts, allowances, etc., given the Liggett Drug Company, Inc., by a number of manufacturers. This was particularly interesting because the figures on the Carbona Products Company were included.

The publication of a list of this kind might give the impression that these allowances made by our company were a special arrangement with Liggett and included discounts and allowances not available to other customers.

In our particular case any arrangements of this kind that we make are open to any customer who does this type of newspaper advertising. We do nothing for one customer that we don't do for any other. That has been our strict policy for the last third of a century. The figures show that we allowed Liggett a definite sum for a month when our products were advertised by Liggett. We will do this for any customer who will include our advertising in his own newspaper advertising. We will pay him for that part of his advertisement used for our products, at the local rate of the newspaper or newspapers in which the advertisement appears. We check on this by insisting that he send us tear sheets to show the amount of space used. We will pay for that space any rate that he pays up to the national rate, which, of course, we never have to pay because the local rate is less.

We insist that this arrangement be made for advertising of our products included in the dealer's own advertisement. We will not run an advertisement of ours with a

line following it saying "Sold by" and the name of the local dealer. Our reason for this policy is, we feel, quite sound.

There is no question that the name Carbona which has been advertised consistently for more than a third of a century enjoys a great amount of prestige. We feel, on the other hand, that the dealer himself has prestige in his community which is valuable for us to capitalize. Therefore, where the dealer will advertise our product in his advertisement, we believe we are getting the benefit not only of our own prestige but of his, and are quite willing to pay for it at regular advertising rates.

I am explaining this matter in detail because I think it is essential that it be made quite clear that the inclusion of the Carbona name in the Liggett list did not mean that this drug chain was getting special concessions not open to any other dealer, whether a large chain or corner store.

A. WINEBURGH,  
President.

[Mr. Wineburgh's letter calls attention to one of the worst misconceptions that has arisen since the publication of the A & P and Liggett figures unearthed by the Patman Committee. This misconception is that the figures published indicate special and unusual discounts allowed only to A & P and Liggett.

It is probable that the great majority of companies whose names are on the two lists give the same discounts and allowances to any wholesaler or retailer, large or small, who can qualify.

One of the reasons why a number of manufacturers are anxious to have the Patman Committee investigate arrangements made by advertisers with other chains and

large wholesalers is that they know that the publication of other lists will show that so far as concessions are concerned A & P and Liggett are on a par with many other organizations. It is essential, therefore, in reading the lists to realize that there are a number of companies in the same position as Carbona offering the same terms to any retail or wholesale organization. Once this point is understood much of the sensational nature of the lists is removed.]

\* \* \*

CHANEL, INC.  
NEW YORK

#### Editor of PRINTERS' INK:

In your publication of August 22, 1935, in the Liggett discount list, you have under "Discounts of Chanel"— $\frac{1}{2}$ , 5 and 5, and additional compensation of 5 per cent when purchases for three months exceed \$300.

It is just too bad that you cannot get your data straight, as you can cause a great deal of damage to a house by printing data which are absolutely false.

Our terms to the trade are  $33\frac{1}{3}$  per cent on orders of \$300 at retail,  $33\frac{1}{3}$  per cent and 5 on orders over \$100 at retail; and on orders of \$500 or more at retail— $33\frac{1}{3}$  per cent, 5 and 5, which brings it down to about \$300 net.

The matter of the 5 per cent discount, in the case of purchases amounting to \$300 within three months is very easy to figure, if you know what you are talking about. As we give a ninety-day refill privilege to all our customers who buy the \$500 retail quantity, you can figure out that, in order to

get this discount the whole year round, the customer must buy this \$300 net quantity, which is equal to about \$500 at retail, every three months during the year. This makes the purchases equal to \$1,200 net a year, and keeps an account always on  $\frac{1}{2}$ , 5 and 5. These terms are open to everybody.

For the purpose of your record, kindly be advised also that our terms and conditions are net thirty days, f.o.b. New York—no allowances, no discounts, and no freight paid anywhere. These are our published and only terms.

B. M. DOUGLAS,  
Vice-President.

[The Liggett discount list to which Mr. Douglas refers was taken without change from the "Report of the Hearing before the Special Committee on Investigation, American Retail Federation, House of Representatives, 74th Congress, 1st Session. Report of Hearings Held on August 8,"

In this document, published by the Government Printing Office, was not only the Liggett list but also a number of pages of the testimony of the August 8 hearing before the Patman committee.

The report of these hearings is available for general distribution.

In referring to Chanel the report said "Chanel, Inc., *Discounts shown on Invoices*—Trade,  $33\frac{1}{3}$  and 5 and 5, Cash, Net; *Additional compensation and allowances for window and counter displays and advertising*—Extra 5 per cent trade discount when purchases for three months exceed \$300."

We are pleased to print Mr. Douglas' correction of the figures in this Government document.]

\* \* \*

#### Appointed by Celluloid Corporation

E. W. Ward has been appointed a director of sales of the Protectoid division of the Celluloid Corporation, Newark, N. J. W. E. Woodruff succeeds Mr. Ward as district manager of the Chicago office. M. Demarest has been appointed sales development engineer of the Protectoid division and A. J. St. John has been appointed advertising manager.

#### Changes Name to Albert Kircher Company

The name of the Dosch-Kircher Organization, Chicago, direct mail, has been changed to the Albert Kircher Company. Francis X. Kilduff is president and Albert Kircher is secretary and treasurer. E. H. Philipp, former editor of the *Modern Grocer*, recently joined this organization as head of the Datoday division.

Aug. 29

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Chicago

# Farmers in "Southern Planter Land"

*Have More Cash  
than any year Since 1929*



**P**ROSPERITY isn't around the corner... It's here... Farmers are buying... Two years ago they purchased every serviceable, used car they could find... Now it's new cars... One dealer in a small town sold 300 new cars in 30 days... Homes, schools, churches are glistening with fresh paint. New harrows are discing the fields.

One long-established fertilizer manufacturer reports the biggest business in his entire history. "How're your collections?" we asked another. "100%," he replied.

Good prices for tobacco, livestock, wheat, fruit and truck are making them cash buyers at whom your advertising should be directed.

\$325,000,000 cash from these crops alone, in Virginia, West Virginia, Maryland, North Carolina and Delaware.

**\$100,000,000 (plus) From Livestock and Dairying,  
40,000,000 (plus) From Chickens and Eggs,  
140,000,000 (plus) From Tobacco,  
15,000,000 (plus) From Apples,  
15,000,000 (plus) From Truck Crops,  
15,000,000 (plus) From Wheat.**

One paper—and only one—completely covers this market—The Southern Planter; the Guide and inspiration of leading farmers for nearly a century.

## *The* **SOUTHERN PLANTER**

*Established 1840*

**RICHMOND, VIRGINIA**

**Circulation more than 240,000 net paid**

**Chicago, 333 N. Michigan Ave.**

**New York, 441 Lexington Ave.**

# How FHA Boosts Profits

*Printers' Ink Bureau,  
Washington, D. C.*

**S**ALES stimulus supplied by the Federal Housing Administration during the last year is freely admitted by manufacturers of building supplies and materials to be the chief contributory factor in an amazing recovery, a startling transition from red to black.

First quarter earnings of twenty-two companies which have been co-operating with the FHA in sales efforts are \$9,861,889, compared to only \$947,046 in 1934—a profit increase of 941 per cent.

Among the companies that had deficits during the first three months of 1934 and that have respectable profits to report for the first three months of 1935 are these large advertisers:

<i>Company</i>	
Servel, Inc. ....	
Westinghouse Electric & Mfg. Co..	
Holland Furnace Co.....	
Johns-Manville Corp.....	
Republic Steel Corp.....	
Otis Elevator Co. (6 mo. 1935)...	

Refrigeration and air conditioning industries are leading the upswing. Frigidaire increased its sales 300 per cent during January and February and March over the corresponding period last year. Norge reported a 243 per cent increase in sales the first two months. Westinghouse had a 200 per cent sales increase the first three months.

Celotex sales increased 35 per cent the first six months. Certain-Teed Products jumped 45 per cent in three months. Flintkote climbed 60 per cent in two months. General Paint increased its income 44 per cent during the six months ending May 31. Libbey-Owens-Ford Glass Co. increased its sales 80.9 per cent in three months; its profits for the same period were \$2,219,769. National Lead in-

<i>Deficit, 1934</i>	<i>Profit, 1935</i>
\$ 17,047	\$ 942,233
1,776,152	2,326,496
97,319	437,178
76,081	246,578
58,682	1,834,235
295,224	114,690

Unusual sales records are being piled up by the companies co-operating with the FHA program. Reports made to the FHA cover varying periods during 1935, from one month to seven months, and some companies make no reports on sales progress beyond 1934, but all report progress in sales. A few have not yet climbed out of the red, but all expect to do so this year.

increased its sales 9 per cent and its income 26.5 per cent in six months. Pittsburgh Plate Glass increased its sales 90 per cent in store modernization alone. Sherwin-Williams moved up 28 per cent in four months. Maytag increased its sales 23 per cent during the first three months of 1935, although its 1934 sales were 71 per cent above those of 1933.

## Form Presba, Fellers & Presba

Presba, Fellers & Presba, Inc., is the name of the new advertising agency formed at Chicago with offices at 360 North Michigan Avenue. Bert S. Presba, who has been vice-president in charge of sales and advertising of the Mantle Lamp Company of America, Chicago, will be president. E. A. Fellers, who has been Mr. Presba's assistant, will be vice-president, and W. B. Presba will be secretary.

The Mantle Lamp Company of America, Aladdin lamps, vacuum jars, has appointed the new agency to handle its advertising, effective September 1.

## Steffey Heads Nu-Enamel Sales

Charles E. Steffey, formerly sales manager of the Nu-Enamelized paint division of the Nu-Enamel Corporation, Chicago, has been appointed director of sales and advertising. He takes over the duties of Sam A. Stephens, vice-president, who is leaving for Europe to do special work in organizing the distribution of all Nu-Enamel products, and who will be closely associated with Frank Pitts, executive vice-president in charge of sales and manufacturing in Europe, Asia and Africa. Mr. Steffey has been succeeded by Henry H. Klingbeil.

# Sales Managers' Catechism

They Like to Dish Out Questions: Can They Take Some—  
Like These, for Instance?

By Harry Merrill Hitchcock

President, The Merrill Advertising Company, Inc.

ONE of the surest of sure-fire hits with the PRINTERS' INK audience, I've observed, is the act that puts the salesman on the pan. The minute you fix him (in print) with a glittering eye and start shooting "Twenty Questions for Salesmen," "One Hundred Checking Points for Salesmen," and similar inquisitions, in his direction, the letters of applause and the requests for extra copies and reprints come piling in like drifting snow.

Well, that's all right, too. The salesman not only has it coming; but unless he can hop right into the frying grease, stand up under the sizzling fire, and hon out all the better for it, he's no real salesman. But, watching the fun, a thought has ever and anon obtruded itself upon my consciousness:

How about the salesman's boss? Suppose we were to sneak up behind him and pop him into the skillet, how well will he come out?

No sooner said than done. Here-with are thirty questions I would like very much to ask sales managers; and to which I would still more like to see some honest and courageous answers. Will I get 'em?

## The Framework

But before going into action, it may help if I explain the general basis on which this catechism was framed. It starts with my many-times-voiced belief that the biggest single question in all business is this:

When the salesman and the prospect are face to face, what happens?

But that question is too big to handle all in one gulp. So the next

step is to break it down into four main fields of inquiry:

A. Is he the right salesman? (Sales Personnel Policies.)

B. Is he properly equipped? (Sales Training Policies.)

C. Is he calling on the right prospect? (Marketing Policies.)

D. Is the prospect as fully prepared to buy as the company can make him? (Sales Promotion—including Advertising—Policies.)

Furthermore, sales management cannot possibly tell whether or not it is finding even part of the right answer, unless it knows what does happen. So a fifth major question runs around and under and through these four:

E. Does the system of reports give sales management a true grasp on what is going on?

Now we start.

## Sales Personnel Policies

1. Does the method of selecting new salesmen secure systematically, and at the lowest obtainable overall cost, men of the precise type (in character, disposition, background training and native ability) which analysis of past experience has demonstrated, or can demonstrate, is most likely to produce maximum continuous profit for the company?

2. Is the method of assigning salesmen to definite fields of work (by geographical area, by industry, by type of product, by specific application of the product, or by some combination of these factors) the best that can possibly be found for the company's interests as a whole?

3. Does the kind and degree of



*Editorial reprinted from PRINTERS' INK MONTHLY, July.*

## The Importance of the Other Fellow

**T**HE other fellow is a bad guide—but a comfortable alibi.

Who is the other fellow?

He's the man who starts the price wars. He is the first to slash wages. He initiates inside deals. He is the publisher who insists on accepting misleading and vulgar advertising.

On the word of his competitors he is one of the most powerful factors in business today.

President Roosevelt pointed his finger at him when he made his famous statement concerning the recalcitrant 10 per cent. It was this 10 per cent—the "other fellow"—who, according to the President, was to blame for most of the evils that he sought to correct by the late lamented NIRA.

Some years ago a large industry was being torn to pieces by price-cutting tactics. Every leader of the industry hastened to point out that he would never have engaged in vicious price-cutting if the "other fellow" hadn't started it.

The industry's trade association investigated. It went back into price-cutting history to find out who originated the practice.

Finally it discovered the "other fellows"—two small Southern factories whose total capacity when running full time was something less than one-tenth of 1 per cent of the whole industry's. These two factories couldn't have made an appreciable dent in the entire market had they doubled their volume. They couldn't have doubled volume on a price-cutting basis because every

dollar's worth of merchandise they sold was sold at a loss. In fact, these two factories folded up shortly after they began price-cutting.

A well-known department store executive once said that when he wanted his buyers to get rock-bottom prices he merely sent out word that some "other fellows" were willing to sell below cost. Once this rumor was started, suppliers tumbled over themselves to cut prices below the profit level.

The other fellow makes a mighty poor yardstick. The one standard by which to judge a business practice is the standard of good ethics and good business.

Industry is facing another series of "other fellow" alibis. When the NRA was sunk by the Supreme Court, the "other fellows" came out of their bombproof shelters. One of the vital tests of business' ability to survive on a profit basis will be its attitude toward the "other fellow" alibi.

Will the leading manufacturers, who control a high percentage of volume, be stampeded into wage slashes and price cuts because a few unimportant "other fellows" slash and cut?

Will the leaders in drugs and groceries go ahead full steam with advertising allowances, hidden discounts and inside deals because a few "other fellows" desperately seize the opportunity, their last opportunity before going out of business, to kick ethics out of the

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window? Will business men again be stampeded, as they have been frequently in the past, by the mere shadow of rumors concerning what the other fellow is about to do?

Will the field of advertising, where no code has ever made the clean-up that is essential, be strong enough to lay down certain definite rules of honesty and decency, un-governed by fears of the "other fellow"?

Plagiarism of the "other fellow" is as needless as it is stupid. If the chiseler and the crook are left to themselves they become sadly lonesome in the spotlight of their isolation. They are so easy to isolate in the beginning—so hard to get rid of in the end.

In the test to come will business be honest enough with itself to admit that sometimes the other fellow is a welcome alibi?

Several years ago a certain in-

dustry was badly disrupted by an epidemic of inside deals. The large companies in the industry complained that they were being ruined by the epidemic, that they would cut out all inside deals gladly if only the other fellows would.

The initiator of the inside deals was one of the smaller manufacturers who had thought he could steal a march on the rest of the industry. He found, after a year, that he was in danger of being ruined.

He called a secret meeting of his principal competitors. He laid the cards on the table and suggested that inside deals be outlawed. At this point the two competitors who had been using the "other fellow" alibi most vociferously started talk of Federal Trade Commission and restraint of trade. Thus, one alibi gone, they quickly found another.

Will business be wise enough to realize that most of the "other fellow's" practices are as unprofitable as they are unethical?

The other fellow is a bad guide.

## Want Extra Copies?

The editorial "The Importance of the Other Fellow" has proved to be one of the most widely distributed of those published in recent months.

The president of a well-known company sent a copy of the July issue of the Monthly, in which it appeared, to each of his competitors with a letter commenting on the editorial. A company in a restricted but highly competitive field distributed copies to all its customers. Another manufacturer sent it to its jobbers; a trade association reprinted the editorial for distribution among its membership, etc.

Because of its evident timeliness, we have prepared a limited number of reprints printed on coated stock, standard page size, exactly as published in *Printers' Ink Monthly*. These are available in units of fifty copies for \$1, postpaid.

## PRINTERS' INK MONTHLY

135 Madison Avenue

New York, New York

supervision of salesmen's routing within their territories, their call schedules, etc., represent the best obtainable balance between the need for encouraging individual initiative and for co-ordinated effort?

4. Does the salesmen's compensation plan provide the best obtainable balance of incentive and control?

5. Are the salesmen themselves thoroughly convinced of the essential fairness of this compensation plan?

#### Sales Training Policies

6. Does the present investment in sales training for new men—

a. Exceed an amount justified by the profit which past experience shows the average new salesman may be expected to return?

b. Fall short of this amount?

c. Correspond to it with reasonable accuracy?

7. Is the sales-training plan open to specific improvement, within the limits fixed by the right answer to Question 6, in direction; in subject-matter; in organization; in method; and if so, in what, where, when, and how?

8. What is the general scheme for continual training of the existing sales force—for carrying them on after they have completed their initial training and have been assigned to territories?

9. Is such training systematic and co-ordinated, or sporadic?

10. Can the expense of this continuing supervisory training be accurately identified in the Sales Department accounts; and if so, can it be examined as an investment in the same manner as sales training for new men?

11. Does information from the field get promptly and efficiently distributed to all who may be able to use it—so that Salesman Jones learns at once about any useful idea for dealing with a certain type of prospect, newly evolved by Salesman Smith?

12. Is the field force promptly, fully and clearly informed of new product or new market developments?

13. Do field bulletins digest general market information into specific form for the salesman's immediate use, or must he puzzle it out for himself?

14. Are the sales-training plans, both for new men and for continuous training of the field force, completely co-ordinated with the advertising program and other promotional schedules?

15. Are salesmen taught to make full and (especially) *timely* use of current advertising and promotion material?

16. Is a constant check made to see that they do this?

#### Marketing Policies

17. Is the headquarters market picture—

a. Less complete and detailed than it should be?

b. More complete, and in more detail, than it needs to be?

18. In either case, what are you doing about it?

19. How up to date is it?

20. What methods are you using, and how much effort are you making, to get and keep it up to date?

21. Is it organized for ready analysis—

a. By geographical area?

b. By branch office (by sales territory)?

c. By industry?

d. By type of distribution contact?

e. By product?

f. By product application?

22. Are *all* market data organized on a precisely parallel basis with the organization of sales effort, so that both may be continually analyzed in precisely the same terms; and potential, effort and result accurately set against each other for each subdivision of either market or sales organization?

23. If not, why not?

#### Sales Promotion Policies

24. Is promotional effort, as a whole and by detailed types, accurately budgeted against known market potentials, and sales expectations based upon analyzed experience; and is the expenditure

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of this effort accurately accounted for in such a way as to permit its continuing analysis, in terms of specific aid to a specific sales effort aimed at a specific (and known) market potential, and the continual adjustment of effort to observed and comparably analyzed results?

25. Are all advertisements and other specific promotional methods now employed, constantly co-ordinated with the field sales effort so that, at any given time and in respect to any given group of prospective customers, the company speaks with a single convincing voice?

26. Does the choice of promotional methods represent selection in the light of observed and analyzed results, or—

a. Are there methods not now used, which the experience of other similarly situated companies indicates might prove profitable if tried?

b. Would detailed analysis of each distinct type of promotion (always including advertising) now in use, prove that some are not producing results commensurate with their cost, and therefore should be either radically altered or discarded?

#### Report System

27. How long a time elapses between a given sales call and the reflection of its result in the reports placed on the sales manager's desk?

28. Have all possibilities of shortening this time, without disproportionate increase in cost, been thoroughly—and without prejudice—explored?

29. Does the form of all reports readily permit parallel analysis of sales results against sales effort (expressed in terms of cost)—

a. By sales-effort unit (branch office, specialist force, individual salesman; specific type of promotion or advertising)?

b. By market unit (geographical area, industry, product, product application, type of distribution contact)?

30. If not, why not?

# GOOD COPY

**Building a copy plan is, in a way, like building a modern skyscraper.**

**A solid foundation of facts first. Steel frame of purpose next. Last, the appearance.**

**P. S.—Build in the right neighborhood.**

**HAWLEY  
ADVERTISING  
COMPANY  
INC.**

**95 Madison Ave.  
New York City**

# Solving Prospects' Problems

## New Type of Service Has Changed Complexion of Selling in Many Industries

LONDON, ENGLAND

Editor of **PRINTERS' INK**:

There seems to be a growing tendency among manufacturers to aim at sales through service; or in other words, to offer the prospect in the first place not the product, but rather a solution of some of the prospect's own problems.

From the character of the service offered, it is evident that some concerns must go to considerable lengths in studying their prospects' industries.

I wonder if you could refer me to sufficient typical instances to enable me to get a comprehensive view of this aspect of sales promotion?

C.

ONE of the most significant developments in merchandising during the last decade has been the growth of the idea that frequently one of the best methods of making sales is to make a thorough study of the prospect's production and marketing problems.

This development has been particularly marked among fabricators of raw materials.

Several of the most successful packaging material manufacturers maintain extensive research services. One of these companies has created a remarkable group of research men who make detailed studies of industries which seem ripe to adopt a manufacturer's material.

In many cases members of this group are the recognized authorities on the subjects which they are studying.

Several years ago when one large industry radically revised its packaging practices, it was one of the fabricator's research men who suggested many of the practices that were followed and who was responsible for the smooth and productive change from one style of

packing to another. Furthermore this expert, through his market studies, opened up entirely new outlets for this particular industry and was able to help it make a rather remarkable showing during depression years.

Another fabricator was responsible for the mechanical re-design of a single product which revolutionized an entire industry. By introduction of the fabricator's particular product into a consumer product, thirty-five to forty pounds was gained in lightness and about 10 per cent was lopped off the cost to the consumer.

Another fabricator found it profitable to become what amounted to a design middle-man. Because of his own limited resources he was unable to set up a large design department but he did create a department composed of two men whose job was technically promotion but who spent most of their time working for the company's customers to find the best designers in the field.

The work of this department alone had a marked effect on design in at least a half dozen large industries. Incidentally by the introduction of the company's products these promotion men were able to bring about economies for customers. By doing so they opened up new markets for the company itself. Thus everybody profited from their work.

The manufacturers of raw materials ought to be the recognized authorities on the use of those materials. Some years ago, before the present development, this was not true. They were contented to manufacture and allow the experimental work to be done by their customers. Some of the more merchandisingly alert were willing to capitalize on the work of their customers, but the thought that

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they themselves should do the preliminary research job was apparently inconceivable.

Service of this type is likely to be expensive and unless it is properly planned and executed may become a liability to a company. It is significant that in several industries where research groups have been particularly valuable competitors have tried to imitate without understanding what they were imitating. Thus they have added tremendously to the cost of their promotion work and have finished up in the red.

Service work of this kind has to develop logically. The first essential is the recognition on the part of company executives of the necessity for a department to give this type of service. Without this recognition, the head of the department will not get the support that he needs.

A second essential is a realization on the part of the management that the results of such service are often slow to show themselves.

One company which has been particularly successful operated its service department in a small way for eighteen months before it was able to show a profit for the department. Today, the department is one of the essential groups in the general organization.

The choice of a head for such a department is a difficult but important problem. He must be a man who is not bound down by tradition. For this reason several companies have been successful in going outside their own industry to get the service head.

The head of the department need not have at first an engineer's knowledge of the product he is supposed to promote. Frequently his outside point of view is far more valuable to the company than any detailed knowledge of the product he might have. A properly chosen head can get most of his technical information from employees of the company who have worked with the product for years.

A good department head backed

## Booklets



A sales story, sketched by advertising or word of mouth, can be supplemented . . . augmented . . . recapitulated . . . by booklets.

Read in leisure moments, booklets complete the presentation . . . re-create favorable impressions . . . correct misconceptions . . . answer objections . . . help close the sale.

For booklets that are readable . . . colorful . . . "take-homeable" . . . you can rely on "US".

**The UNITED STATES PRINTING & LITHOGRAPH COMPANY**

CINCINNATI  
309 Beech St.

NEW YORK  
52-X E. 19th St.

CHICAGO  
205-X W. Wacker Dr.

BALTIMORE  
409 Cross St.

by a company that believes in research and does not expect too immediate results is a combination that is hard to beat. Such a combination is likely to work not only to the benefit of sales of products already established but is almost sure to develop possibilities for new and profitable products.

As each new use is found for the old product, suggestions arise for improvements in it. As these improvements come along the company gradually impinges on other fields and in the long run sees great possibilities for new products which are logical developments of the company's manufacturing plan.

This type of service should not be confused with the type that was so prevalent in the early days of the last decade when service became a by-word. Any manufacturer who thinks that he can substitute a superficial study of his customers' problems for a sound, working research plan is making a mistake that will cost him not only money but good-will.

Superficiality is to be avoided at all cost. It usually leads to the type of know-it-all selling which makes salesmen and research men take a high-handed attitude when dealing with customers. This "I'll-tell-you" type of salesmanship antagonizes the smart prospect and even if in rare cases the salesman does know more about the prospect's problem than the prospect himself it does not create the type of acceptance that makes more sales.

Research of the proper kind is a two-way proposition and demands the co-operation of the prospect. This co-operation can only be gained through sympathetic association and an appreciation on the part of the prospect that the supplier's representative has a thorough knowledge of merchandising and production problems. When the prospect appreciates this he will open up and give the research and promotion man information which is essential to the success of any service plan.

### Death of J. N. Willys

The automobile industry lost another of its pioneers this week with the passing of John North Willys, who died at Riverdale-on-Hudson, N. Y., aged sixty-one.

It was Mr. Willys who placed for Overland the first double-spread advertisement that ever was run in a national medium on behalf of an automobile. His company, the Willys-Overland, also had the distinction of being the first automobile company to use outdoor mediums and direct mail to any extent.

In 1930 he sold his interest in Willys-Overland for \$21,000,000 and became United States Minister to Poland. At the time of his death he was again president of the company.

### Macguire Adds to Staff

William Pringle, Churchill Ettinger, and Harry Lees have been added to the art staff of the Robert Reid Macguire Organization, New York. E. C. Harris has been added to the sales department as contact man.

### Brashears Has New Post

Arthur Brashears, for the last two years on the copy staff of Marschalk & Pratt, Inc., New York, has been appointed director of publicity for that agency.

### Laurels for Mr. Digges

NEW YORK

Editor of PRINTERS' INK:

Here's an end to lip service. I have often felt grateful for a piece in PRINTERS' INK but never before have I expressed my appreciation.

Now, however, I am moved to tender the laurel to Mr. I. W. Digges of the New York Bar for his provocative article in the August 8 issue: "When Ideas Are Property."

The subject is of far more than academic interest to every advertising man; and Mr. Digges, for his skillful marshaling of facts, his pertinent case histories, his judicial conclusions and judicious counsel—all clothed in lucid and felicitous prose—Mr. Digges, I submit, rates high praise and warm thanks.

S. JAY LEVIN.

### American Legion Elects Daniels

Josephus Daniels, Jr., business manager of the Raleigh, N. C., *News and Observer*, has been elected department commander of the American Legion for the State of North Carolina.

### Will Join Bromberg

On September 3, Morton Elson will join the art department and Arthur Slutsky will become a member of the copy staff of the Bromberg Advertising Agency, Brooklyn, N. Y.

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# P. I. Advertising Index

July Shows General Gain of 5.3 Per Cent Over 1934 Level;  
Radio Has Substantial Increase

By L. D. H. Weld

Director of Research, McCann-Erickson, Inc.

FOR July, 1935, the general index is 78.9, representing an increase of less than 1 per cent over June, when it stood at 78.2.

Advertising activity in July normally has a decline as compared with June, but the general index has been corrected for seasonal variation resulting in the nominal gain shown above.

The general index for July also registered a pick-up of 5.3 per cent over July, 1934. This indicates that advertising is again continuing the advance which was shown by the

first five months of this year as compared with corresponding months of 1934. June is the only month that has shown a decline from the 1934 level.

## Radio Index

The radio index for July is at 188.2, an increase of 3.3 per cent over June, when it was 182.1.

The actual cost of radio chain time in July is below June, but radio advertising in July normally shows a decline from June, and the increase in the index, which is cor-

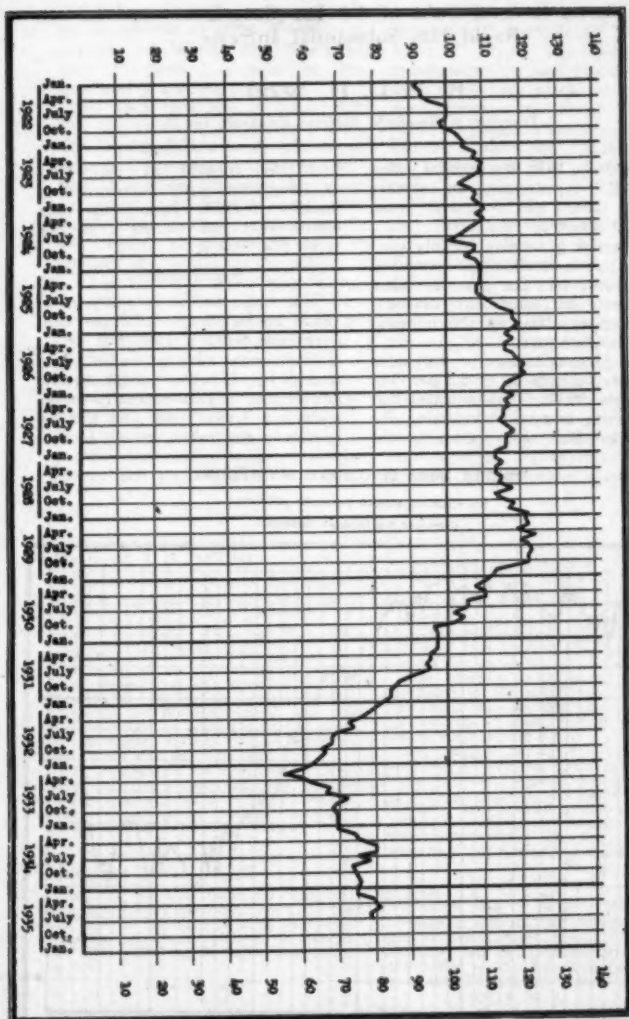
## MONTHLY INDEX OF OUTDOOR ADVERTISING

100 = MONTHLY AVERAGE 1926-1932 INCLUSIVE

Corrected For Seasonal Variation







# THE CLEVELAND NEWS

*announces the  
appointment of*

**Sawyer-Ferguson-Walker Co.**  
NEW YORK—CHICAGO—DETROIT

*as*

**National Advertising  
REPRESENTATIVES**

•  
**EFFECTIVE**  
*September 3, 1935*  
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# Machinery Comes Back

Industry Spending Money to Advertise Trade Show and Help Durable Goods Revival

TO the maker of tools, a depression means, for one thing, a breathing spell and in that breathing spell, the inventive genius that is the basis of his business finds time to play. During the years since 1929, machine tool manufacturers, looking forward to years ahead, knowing that even while the depression has been eating into the economic fabric, so, too, has obsolescence, have been improving, inventing and creating new machines to do things better and to do things faster.

To management, to the sales executive, even to the banker—what these tool manufacturers have been quietly accomplishing behind the scenes holds a real significance—and in one grand splurge this significance is to be revealed at the Machine Tool Show to be held in Cleveland from September 11 to 21. On five acres of exhibit area, members of the National Machine Tool Builders' Association, representing 90 per cent of the industry, will spread their latest machine developments, accessories and gadgets, in order to show manufacturers the way to products, profitably made to sell at prices that will broaden markets.

The show will be in a sense an attempt on the part of the durable goods industries to give one grand and collective kick in the pants to Obsolescence. It will be an attempt by durable goods manufacturers, in the re-humming of whose factories so many economists see the real answer to recovery, to prove that the purchase of new and modern equipment at the present time is not a luxury but a necessity in view of advancements in machine design that, through their production of better products at lower costs, can create expanded markets by making more goods available to more people.

Twice before have the machine

tool builders held a show—once in 1926, again in 1929, while the one scheduled for 1932 had to be abandoned, for reasons that need not be told. So important does this group believe its present show, held six years since the last one, that it is bending every effort to summon manufacturers, sales executives, industrialists and others to view 900 machines, of 600 types, representing on the exhibit floors from \$3,000,000 to \$4,000,000 of machinery. Paid space in the amount of \$10,000 is being taken to advertise its importance.

And in this advertising, copy speaks to sales executives thus:

**SALES WIZARDS—BUT THEY'RE IN THE RED!**

They have sales genius. They pile up volume. They know all the merchandising tricks.

But they're in the red!

For no company can live by sales alone. Production must provide a cost that makes sales profitable. Production cannot do this without modern plant equipment.

In the Machine Tool Show of 1935, the extraordinary developments of the past six years in machine tools and accessories are brought for you beneath one roof. So marked are the advances that they establish a new era in the machine method; they make it possible for better products to be made, with profit, so priced that more goods may be sold.

Come to this show! Send your mechanical executives—and the sales wizards.

And similarly, other copy speaks to industrialists, to bankers and to management with headlines that read: "Obsolete Machines Write Red Figures"; "You Can't Make 1936 Products with 1916 Tools . . . at a Profit"; "You Who Are Management"; "The Revolution Nobody Knows"; "A Show Bankers Should Attend."

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell  
John Irving Rowser, Editor and President  
1908—1935

PRINTERS' INK PUBLISHING CO., INC.  
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President  
DOUGLAS TAYLOR, Vice President  
R. W. LAWRENCE, Secretary  
G. A. NICHOLS, Treasurer and Editor  
C. B. LABRADOR, Managing Editor  
H. W. PALMER, Associate Editor  
ARTHUR H. LITTLE, Associate Editor  
BERNARD A. GRIMES, News Editor  
H. W. MARKS, Mgr. Readers' Service

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Chicago, 8 North Michigan Avenue; Andrew  
M. Howe, Associate Editor; P. H. Erbes, Jr.  
Washington, 1208 Carpenters' Building;  
Chester M. Wright.  
London, 30 and 31 Great Queen Street, W. C. 2;  
McDonough Russell.

## ADVERTISING OFFICES

Chicago, 8 North Michigan Avenue; Gore  
Compton, Manager.  
St. Louis, 915 Olive Street; A. D. McKinney,  
Manager.  
Pacific Coast: M. C. Mogensen, Manager.  
San Francisco, Los Angeles, Seattle, Portland.

Subscription rates: \$3 a year, \$1.50 six months.  
Canada \$4 plus duty \$2.00 a year. Foreign \$5.

NEW YORK, AUGUST 29, 1935

## The Same Old Story

From all the fuss that has been made over the so-called "revelations" growing out of the Patman advertising allowance investigation, one would almost think that a shocking national scandal had been unearthed. By implication, at least, the manufacturers who admitted giving allowances to A & P and to Liggett have been regarded as near criminals who should be given a coat of tar and feathers if not locked up in jail.

Senator Patman's motives were doubtless noble enough. But, apparently regarding himself as having a divine commission to do something for the very much helped little fellow, he impulsively jumped to the conclusion that these concessions made to the chains were necessary and fundamentally sinful. This of course is an old, old story. Politicians "investigating" business affairs of which they know little or nothing are generally driven to the same mistaken

conclusion. But the injustice to business is none the less pronounced just because it comes from thick ignorance rather than from malicious intent.

There are admitted abuses in advertising allowances. PRINTERS' INK has declaimed against them editorially more than once. But there is a right way as well as a wrong way to handle the situation, just as Mr. Wineburgh so forcefully shows elsewhere in this paper. A fair and decent arrangement for sharing advertising costs with the retailer who is energetic enough and big enough to make his support worth anything, is wholly legitimate. It is also good business.

And we doubt very much whether the soul of Mr. Wineburgh will be eternally damned just because the Carbona Company uses the allowance plan in this way. The same considerations apply to the irate Mr. Douglas, vice-president of Chanel, Inc., whose somewhat bitter letter to us appears on page 70.

The whole extravagant proceeding is due to an attempt to give to the "little fellow" an economic advantage to which he is not entitled—to help him grow at the expense of others. And suppose he *does* grow. What then? At this point the Patman philosophy would single him out for penalization for the alleged benefit of other little fellows. And thus the process would continue *ad infinitum*.

We trust manufacturers whose names are on the Liggett list will not worry unduly over that fact. Their presence thereon does not mean necessarily that they are enemies of society or even opponents of the More Abundant Life. If their general sins of commission are no more heinous than this they should have no great difficulty in fixing things up with Saint Peter when they approach the pearly gates.

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## Coffee Advertising

Outside the coffee industry the impression has been that the roasters, sitting in their aroma-pervaded offices, have had their noses so nicely attuned to the detectable emanation from the steaming cups of their product that they have lost sight—or smell—of the much less savory odor that rises from some of their advertising. This impression, it seems, is false.

Several weeks ago the Associated Coffee Industries of America held their annual convention. It was not an occasion for loud self-congratulation.

Per capita consumption of coffee has been dropping. Advertising of coffee, in the meantime, has been vigorous and consistent. Apparently advertising, for the coffee companies at least, is a blunted weapon.

R. Y. Reaves of Martin Bros., presented a resolution. He asked "the Associated Coffee Industries of America to make every effort to stop destructive practices and to continue the protests, until such slanderous advertising derogatory to coffee as a beverage is eliminated—to save the now declining coffee business in the United States of America."

Speaking quite frankly, he said, "By all laws of advertising, increased expenditures should increase consumption for the product advertised, provided the advertising is constructive in effect.

"But much of the past and present coffee advertising has not only failed in its cumulative effect for good, but has been positively detrimental to the industry as a whole."

It is perhaps unfortunate that among the worst offenders are some of the largest factors in the industry. Some coffee advertising in recent years has come close to setting new highs for feverish, and if Mr. Reaves is right, destructive competitive statements.

It is always a little difficult for

a certain type of advertiser to realize the final result of competitive copy.

In his efforts to build sales by knocking the products of his competitors, he overlooks two facts: First, that his competitors can knock just as loudly as he can, and second, that when this occurs in an industry the public becomes suspicious of everybody's product.

Competitive copy may pay immediate dividends. In the long run, it leads to ethical and financial bankruptcy.

## Opportunities in Specifications

If for no other reason than that consumers themselves—and not merely their professional friends—are talking about descriptive labels on merchandise, the matter merits thorough study by manufacturers in many lines.

Because it is convinced that no blueprint plan of grading will benefit either the consumer or the manufacturer, PRINTERS' INK has opposed the blanket imposition, upon manufacturers, of certain forms of grade labeling.

Yet the general plan's inherent weaknesses do not invalidate at least one of its collateral advantages—an advantage that, as was pointed out by Joseph Wayer in PRINTERS' INK of August 22, certain manufacturers, fortunately placed, have been quick to recognize. And that advantage is the self-establishment of specifications that, to excellent effect, may be advertised.

In certain industries, standards already have been established by the Government; and in these industries, enterprises that meet or surpass the standards find themselves armed with a potent advertising theme.

In other industries, the innovation of descriptive labels—plus their vigorous merchandising—will bring to alert concerns the rewards

that accrue to pioneers. Already, manufacturers of sheets, having met the consumers' demand for accurate descriptive labeling are realizing gratifying returns in sales.

There is reason to believe that this new consumer demand will increase. And now if some of the more vociferous consumer-defenders will moderate their philippics and if some of the more stiff-necked manufacturers will climb down from their high horses, both the consumer and the advertiser may be the better off for a calm consideration of labeling's principles and practices.

### New Stint for Radio

From the New York State Colleges of Agriculture and Home Economics, to whose duplicating machine we are indebted no end, comes intelligence of two matters that, when juxtaposed, curdle into quite a situation.

First, we quote from a release, date-lined Ithaca: "Eighty-five per cent of the New York dairy cattle, blood-tested for Bang's disease, are free of infection, reports Professor C. G. Bradt, a member of the Bang's Disease Committee recently appointed by L. R. Simons, director of extension of the New York State Colleges of Agriculture and Home Economics. . . . Progress in the control of Bang's disease in New York has been steady during the last year."

And that last remark we dare to doubt. In all respect to the up-State germ-fighters, we rise to say: "It's all very well to brag about haltering the bang-bug among cattle. But how about it if a by-product of your effort has been to spread it among humans, and set *them* to banging?"

For, from the self-same Ithaca comes a dispatch via Associated Press: "Addressing the American Association of Agricultural College Editors at Cornell University,

George H. Payne, Federal Communications Commissioner, warned today against permitting radio broadcasting to become a 'political power' or a 'fifth estate in our Government.'"

By this time, of course, Commissioner Payne is beyond the jurisdiction of the Ithaca husbands and there's nothing that they can do, even belatedly, about him. But we feel that they ought to know that his banging around has served to chase radio over the jumps in a brand-new direction.

"We can't be the fifth estate!" said an eminent announcer. "Then, I suppose, the way law works nowadays, we'll *have* to be the first, second, third and fourth. And what *are* they?"

### Mr. Hopson's Reward

Well, the President gets his "death penalty" clause in the public utilities bill. It isn't in just the form he wanted it, but it will serve his purpose fairly well. The sledding for the big holding companies will be pretty tough from now on—unless the Supreme Court intervenes.

And most of the blame—or the glory, depending upon the pew in which you are sitting—goes to the gentle Mr. Hopson.

The impudence and arrogance with which this public utilities magnate admitted withdrawing advertising from newspapers in an effort to sandbag them into being good was the finest kind of grist for Mr. Roosevelt's mill. He laid himself open so brazenly that the Caspar Milquetoasts in Congress were aroused to the extent of overriding orders from home—which had before then impressed them more than those from the White House.

Anyway, Mr. Hopson now knows that the editorial departments of our leading newspapers do not take their orders from the business office.



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## Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

40 EAST 34TH STREET  
NEW YORK

### No Pre-Conceived Formula

Our departmental organization is so planned that service is built around each account to match its particular needs.

Factors of copy, art, research, and supplementary activities are drawn upon as the requirements of the account currently indicate.

The right proportion of these factors is assured each client by the Newell-Emmett policy of "tailor-made service."

"NOT HOW MUCH, BUT HOW WELL"

## The Little Schoolmaster's Classroom



**F**EW premiums have quite so close a tie with the product as the paper luncheon cloth that is now being given away with Johnston's Old Fashioned Home Made Candies. It happens to be of the same design and material as the red and white checkered paper that covers the package.

It is wrapped with the package beneath a transparent wrap. As the consumer sees the box in the store there is an attractive label at the top. If the box is turned over, however, the luncheon cloth is seen, on top of it a card signed by Jean Johnston which says:

"This is the Luncheon Cloth I want you to accept with my compliments. Its size is thirty-eight inches by thirty-eight inches and its uses are many—for picnics, to brighten your morning table, afternoon tea and bridge. But you can think of more uses than I can, and I want you to have it."

In addition to the cloth that is attached to the bottom of every Old Fashioned package, two additional cloths are given to the dealer for advertising and display purposes. One, the company suggests,

should be used to cover the table or counter on which the boxes are displayed. The other may be hung behind the display or in the window with the dealer's crayon writing on it—"This luncheon cloth with each Johnston's Old Fashioned Home Made Candies package."

With every assortment of twelve one-pound boxes and six two-pound boxes is included a two-color counter card and window strip of the same design as the package.

Hotel advertising for a number of years was looked upon as one of the weaker types of promotion. Perhaps one reason for this was the fact that so much of it was placed on a due-bill basis. During the last ten years there has been a marked change in this attitude. The advertising campaigns of such organizations as the Statler Group, the Hotel New Yorker, several prominent resort hotels and others have stood out because of their general excellence.

The Schoolmaster is reminded of this development by the publication of "Advertising of Hotels" by Clarence Madden (The Hotel

Program E  
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**Program Brochure Gets Action**

A novelty in radio station advertising is a portfolio, "Up-and-Coming Attractions" recently issued by W I R E, Indianapolis.

Nine features, tested for audience appeal in prolonged tryouts as sustaining acts, were described and offered to sponsors. Within three days after the brochure appeared, one of the programs had been signed up and another called to Chicago for audition by NBC.

Agency men and advertisers interested in seeing this brochure may obtain a copy by writing to "Plug" Kendrick, Station WIRE.

**Soap Box Talk**

Tie-in of Station W I R E with Chevrolet's local "Soap Box Derby" was most important in the big success of this promotion, states E. W. Berger, Chevrolet zone manager.

• • •

**Parade Lasts 26 Weeks**

For the past 26 weeks, W I R E has broadcast an outstanding program, "The Mirth Parade", for Rose Tire Co., Indianapolis. "Delighted with results," says Art Rose.

"Plug" Kendrick  says:



**"Popularity? The favorite  
local station in 69.54%  
of Indianapolis homes\*  
is . . . WIRE"**

★ Price—  
Lundeen  
Survey

**FORMERLY WKBF  
IN INDIANAPOLIS**

D. E. "Plug" Kendrick, Vice Pres. & Gen. Mgr.

**Affiliated NBC Station**

*National Advertising Representatives:*

**PAUL H. RAYMER CO., New York — Chicago — San Francisco**

**IF YOUR LAYOUTS  
DON'T SELL**

*we'll make you  
some that will*

**FAWN-ART STUDIOS**

CLEVELAND • DETROIT • NEW YORK  
PITTSBURGH • BUFFALO

## a clearing house of experience...

**W**HEN you need someone to serve in a sales, advertising or marketing capacity, PRINTERS' INK is a logical place to look.

Every issue contains advertisements outlining diversified qualifications and experience. A few minutes spent in looking over recent issues might easily uncover the right man for you; saving you time, money and trouble.

Should you desire to widen your choice in seeking your man, advertise in PRINTERS' INK. You will be rewarded with as fine a field of applicants to select from as you could possibly want. And the cost is low, too.

Monthly Press). Here in a surprisingly small number of pages the author has packed together a great amount of important information for the hotel advertiser. He shows not only why hotel advertising should be productive, but lays down many principles which will be of great help to hotels in making their advertising productive. His book is one that was needed and ably reflects the advances made in the art of advertising hotels.

• • •

"Business in chemicals, oils, and drugs was better in all respects during the first half of this year than it had been in the corresponding period in 1934."

To those interested in signs of returning prosperity—and among these is included your Schoolmaster—this sentence should pack a message of cheer. There are all sorts of business indexes ranging from the production of pig-iron to the frequency of sun-spots. The professional economist peers into such things as car loadings and reads the nation's business pulse. The uninitiated, however, are able to grasp a more vivid picture from such factors as the sale of business machines or amusement receipts.

For this reason especially the Schoolmaster was interested in an article appearing in the July 29 issue of *Oil, Paint and Drug Reporter*, from which the above quotation was extracted. For as editor Harry J. Schnell points out:

"There is no more reliable barometer of general business conditions than that which is afforded by trends in the chemical, oil and drug industries. These commodities are used in practically all branches of industry, and the movements of their sales respond rapidly and accurately to the shifts in demands. No reasons existed during the first half of the year for anticipatory buying of chemicals, oils, and drugs; hence buying was closely in line with actual needs.

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**GIBBONS KNOWS CANADA**

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There is this to be said for so-called 'hand-to-mouth' buying of industrial materials: it affords a reliable gauge of market capacities."

Anyone interested in a closer study of the chemical, oil and drug industries will do well to refer to this article, which is elaborated with charts, graphs and figures proving a significant upturn in the sale, production and prices of these commodities.

• • •

On his birthday recently, the Schoolmaster received from E. D. Axton, president, The Axton-Fisher Tobacco Co., Inc., five packages of Spud Cigarettes. While he was wondering why the cigarettes had been sent he received the following letter:

Allow me, with a carton of Spud Cigarettes, to wish you a happy birthday.

I will appreciate it if you will read what I have to say about smoking Spuds before you use them. If you do not smoke, please pass the whole thing on to someone who does.

Since Spud was put on the market in 1927 its success has inspired many imitators, but up to the present time Spud is the only one that has been able to mentholate tobacco without producing an odor of menthol. When you open a pack of Spuds you get merely the aroma of tobacco. The reason for this is that menthol is only part of the formula used in treating the tobacco. It alone is not responsible for the coolness and mildness of Spud Cigarettes. In fact, the amount of menthol used is so small that it would take three years of hard smoking to consume an ounce.

Some people are still curious about the origin of the name. Spud carries the nickname of its inventor. The cigarettes were first made for him, and sold by him; then later the patent and process were purchased outright by us.

The outstanding characteristic of Spud is that it keeps the taste clear.

## Classified Advertisements

### BUSINESS OPPORTUNITIES

#### PARTNER WANTED

Trade Publication, established over 50 years. Biggest in its field. Unusual profits in sight. Box 807, c/o Printers' Ink.

#### DESIRE

Several trade publications for sales representation in New England. I know industrial contacts affording space opportunity, likewise agencies. Interested only in quality media with readership acceptance. Energetic space-selling service rendered. Highest references. Correspondence confidential. Box 810, Printers' Ink.

**AGGRESSIVE PUBLISHER** of established metropolitan magazine desires services of Nat. Adv. representatives in New York, Detroit & Chicago where periodical is well known and approved. Exclusive, protected territories will be awarded on strictly commission basis. Write fully, experience, references, present accounts, size of organization, methods of operation and extent of service given publishers. Box 811, Printers' Ink.

#### HELP WANTED

**SALESMAN WANTED** for New York and vicinity. Experienced man with following to sell Litho and Printed Display Material. Drawing against commission. Reply Box 809, Printers' Ink.

### CUB REPORTER

Opportunity for young man to start at bottom of ladder in business paper field in New York. He should be interested in marketing and have ability to develop into editorial work. Small salary to start. Detailed applications will be appreciated. Box 812, Printers' Ink.

#### MISCELLANEOUS

**ECONOMIZE!!** Reproduce Sales Letters, Price Lists, Testimonials, Diagrams, Illustrations, etc. 600 copies \$2.50, add 1 hundred 20¢. Cuts unnecessary. Samples. Laurel Process, 480 Canal St., N. Y. C.

#### POSITIONS WANTED

**COPY WRITER!!** Former advertising manager, art director and agency writer, broadly experienced on largest accounts, would like to locate with progressive organization. Box 808, Printers' Ink.

**150**  
FOR 100  
COPIES  
8 1/2" x 11"

**WANT for PHOTO-OFFSET**  
**FASTER SERVICE**

**J.A. WANT**  
ORGANIZATION  
124-5th AVE  
WATKINS  
9-5913

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No responsibility is assumed for any omission

Advertising rates: Page \$135; half page \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

That is why pipe smokers and cigar smokers enjoy Spuds between sessions. It also accounts for the fact that the Spud smoker gets the true tobacco flavor and the last Spud tastes just as good as the first one.

I am sending you three packs of plain and two of cork-tipped cigarettes. The cork tips, you will note are packed down so that you will not have to grasp with your fingers the end that you put in your mouth.

If you have not smoked Spuds before you may not care for the first few, but I am sure that if you will persist and smoke several packs you will find out for yourself what I have said about mildness is true.

As a good-will gesture this letter was properly received. As a sampling move on the part of the company it was, apparently, excellent practice. At least it had a much different twist than the average sampling proposition.

• • •

A rather unusual piece of institutional advertising was observed by a member of the Class in a Western city. It consisted of a framed photograph hung in the entrance of a showroom with the following statement attached: "Here the courteous, well-informed salesmen pictured in the doorway will cheerfully assist you in selecting the merchandise that best meets your needs and fits your pocketbook."

• • •

### Detroit Agency Appointed

Holden, Graham and Clark, Inc., Detroit agency, has been appointed to handle the advertising of the H. A. Douglas Manufacturing Co., Bronson, Mich., electrical equipment parts. The initial campaign is to be built primarily around the Douglas Swedged-on snap terminal.

• • •

### "Securities Advertising"

The article "Securities Advertising," PRINTERS' INK, Aug. 22, 1935, contains a purported quotation of Mr. Conway, of the staff of the Securities and Exchange Commission. No such quotation was authorized and the language therein is not in fact a quotation.

• • •

### William Howard Joins Ward

William Howard, advertising manager of Gimbel Brothers, New York, has been appointed retail advertising manager of Montgomery Ward.

## CHARLES FRANCIS PRESS

—a modern printing plant  
adapted to large edition work of  
the better class,  
for example

*Catalogs*

*Booklets*

*Broadsides*

*Magazines*

*House Organs*

*4-color Process Printing*

Offices and plant located at  
461 Eighth Ave., New York City

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PRINTING CRAFTS BUILDING, MEDALLION 3-3500

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***DURING  
THE  
FIRST..***

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***MONTHS  
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THIS  
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the Chicago Tribune printed  
more general rotogravure  
advertising than any other  
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